



# Revamping the Membership Model

## Simplified

A reduction from 30 membership types to just 4 core tiers, plus some add-ons. Now that's simplicity!



## In just over a year, JustGo helped introduce a fluid and seamless member experience

JustGo provides Triathlon Australia, their 6 States, 15,000 members and 220 affiliated clubs with an all-in-one solution that addresses the membership management needs of their entire community. They now have a unified experience throughout, meaning, unified processes, split membership payments, a single customer view and the perfect member experience.

Through a combination of automated administration tasks, a user-friendly interface and the ability for members to manage their own data, Triathlon Australia and their community can ensure they're always on top of their game.

## A few significant achievements brought about through the use of JustGo



Automated payment allocation between Club, State and NSO



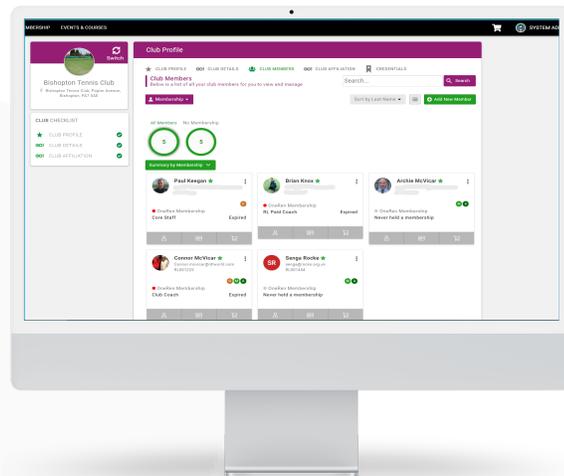
Membership renewal reminders ensuring a significant reduction of admin workload



Real-time reporting on membership and coaching categories

# Unified Experience

## Across Club, State and National Organisation



### CHALLENGES

TA initially had 30 membership tiers due to multiple athlete, technical official, and coaching categories. Trying to satisfy every combination of possible membership type.



New members had to initially join TA and then join their local club. A confusing and disjointed experience for their members.



Administrators and officials had to log out of the National system and log in to State/Club systems to access important documents and records.



Failed partial payments due to membership fees being unevenly distributed between Club, State and NSO.



### SOLUTION

JustGo helped restructure their vast range of member categories into 4 concise tiers (with a few add-ons for special categories), thus **reducing admin workload by around 80%**.

JustGo's club-first approach lets members find the right club first, and their State and National membership is automatically added, **reducing onboarding friction for newcomers**.

JustGo lets officials simply switch between profiles in one shared system in one click, **eradicating the need to keep track of passwords for every club alongside saving lots of time**.

JustGo processes split payments as a whole, **ensuring zero partial payments and efficient book keeping**. For failed payments, TA can directly follow-up on customers.



# Share, engage and grow with JustGo

With a focus on reducing the workload for admins & membership managers alike, JustGo is continuously innovating and developing new features to align its platform with NSO requirements. We engage with and learn from every member of our community to ensure we can offer the best possible membership administration solution for all.



## Here's what **Nick McGowan-Christie, Technology Lead**, has to say:

“The fact that we’ve been given the tools and training to interact directly with the database- it’s definitely been great for us, that we’ve been able to create customised reports by putting some conditions in and getting the data instantly. We’re only limited by our own capabilities at this point.”

