

Why You Should Be Benchmarking

Professional and trade associations have long used benchmarking surveys to collect and disseminate important statistics, trends and analyses to their members. Benchmarking offers participants the opportunity to transform their everyday business data into actionable business intelligence.

Benchmarking Surveys can be of great value to any organization seeking to identify, measure and compare:

- Best Practices
- Financial and Operational Performance
- Professional Development
- Compensation and Benefits
- Industry Key Performance Indicators (KPIs) that are valuable to the operational success of an organization

What Can Benchmarking Do for My Organization?

Benchmarking unlocks the power of raw data, turning it into meaningful business intelligence that can be used to:

- Identify specific areas of opportunity for member engagement and programs
- Provide valuable insight into industry trends
- Create educational and informative content
- Identify, establish and measure standards for industry best practices
- Provide non-dues revenue opportunities

What Can Benchmarking Do for My Members?

Very simply, benchmarking helps organizations mitigate risk and make informed strategic decisions that impact future success and performance. Benchmarking can help your members:

- Gain an independent perspective about how well they perform compared to their peers
- Avoid costly missteps
- Prioritize improvement opportunities
- Set performance expectations
- Monitor performance and manage change
- Identify and validate new opportunities



“Running a successful urgent care operation requires access to timely, accurate, and actionable performance data. The Dynamic Benchmarking team helped us streamline our survey so that it collects the information necessary from, and desired by, our members while minimizing data entry time.”

JAMI KRAL, MEMBERSHIP DIRECTOR, URGENT CARE ASSOCIATION OF AMERICA



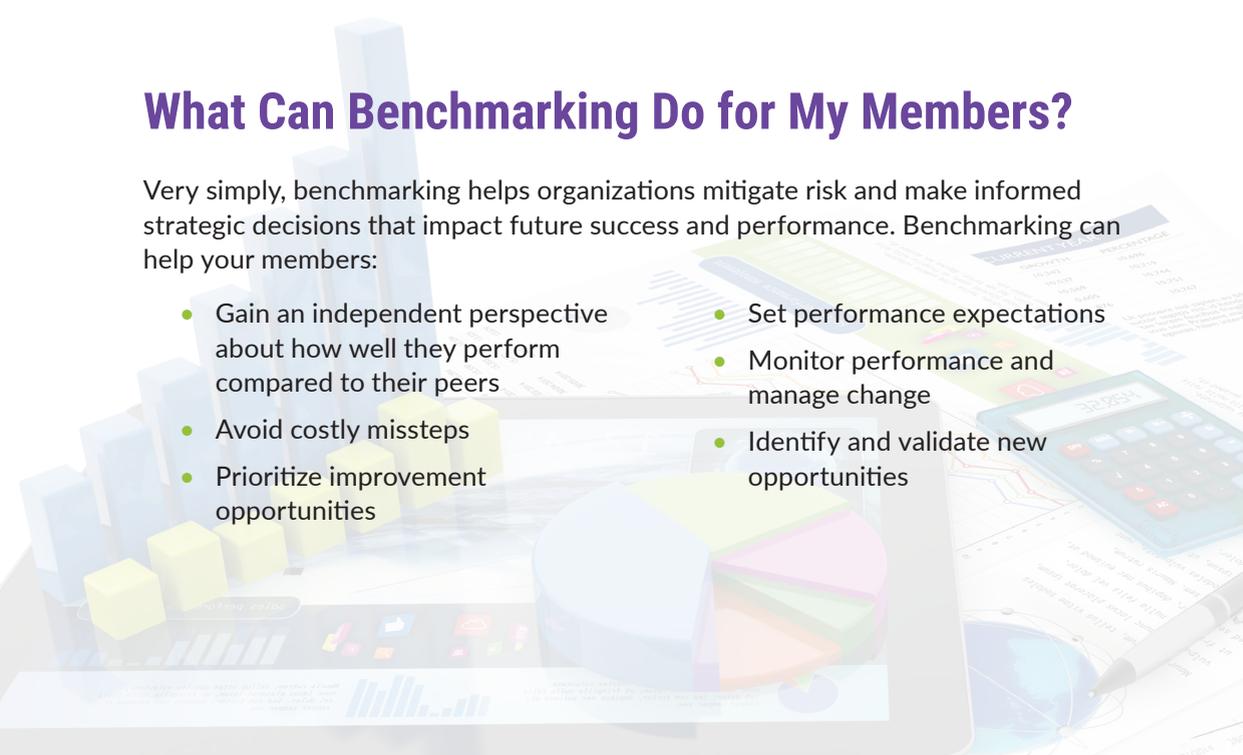
“Our FMC members needed a consistent and easy to use tool to compare their performance with their peers. Dynamic Benchmarking clearly offered a solution that would fit our needs and overcome the obstacles faced in collecting consistent data from this market segment.”

KRISTEN SPRIGGS, VICE PRESIDENT OF MEMBER DEVELOPMENT, NATIONAL ASSOCIATION OF MUTUAL INSURANCE COMPANIES



“It’s a great diagnostic tool to see how you compare against your peers. Now our members can see how their safety records compare to like facilities on the factors that are most important to them.”

KAREN LEWIS, DIRECTOR OF MEMBER RELATIONS, FORGING INDUSTRY ASSOCIATION



Why Dynamic Benchmarking?

Dynamic Benchmarking simplifies data collection and virtually automates data analysis and reporting, making benchmarking surveys easy for both end users and data collectors alike. Our intuitive and configurable, web-based platform combined with our outstanding support and consultative services, delivers hassle-free data collection, interactive peer comparisons and personalized reporting without the heavy lifting of traditional survey methods.

Our powerful platform provides everything you need to efficiently collect and analyze data to deliver meaningful, personalized data intelligence to your audience:

- **EASY TO IMPLEMENT AND USE, CLOUD-BASED PLATFORM.** With Dynamic Benchmarking there's no software to install or update and minimal IT involvement is needed to get benchmarking surveys up and running.
- **EXPERT GUIDANCE AT EVERY STEP.** Dynamic Benchmarking provides more than just a technology solution, we provide guidance through every step to develop the most effective survey possible. With Dynamic Benchmarking, you get a powerful survey tool PLUS the guidance of an expert benchmarking professional who will provide insight on everything from question and KPI formulation to report development.
- **UNLIMITED USERS, UNLIMITED OPTIONS.** Unlike some online survey providers, we offer unlimited users for each account, with access to a multitude of interactive, multivariate, personalized reports, all generated in real time with the most up-to-date data.
- **CUSTOMIZABLE FILTERS.** Our data filters allow users to select meaningful peer groups for comparison. Users can see how they are doing compared to their current peers or to gain insight into the businesses of those they'd like to emulate.
- **PROFESSIONAL, PERSONALIZED REPORTS IN MINUTES.** Our personalized reports are simple to generate and present key performance data in a professional and easy to read format. Users can apply filters to create meaningful reports on trends, key performance indicators, ratios and other analytics in a variety of formats including PowerPoint, Excel and Word.
- **24/7 AVAILABILITY AND REAL TIME RESULTS.** Surveys and results are always available on the cloud and updated in real time.

Give Us 10 Minutes and We'll Change the Way You Look at Data

Dynamic Benchmarking is unlike any other survey or benchmarking solution available. Take 10 minutes and see for yourself. Call us today to schedule a quick chat to see how Dynamic Benchmarking can benefit your organization.

"We could tell right away that it would be a great process... The Dynamic Benchmarking team not only exhibited expertise in benchmarking, but also a willingness to learn about the ins and outs of our industry."

ERIC CONRAD, DIRECTOR OF COMMUNICATION AND EDUCATIONAL SERVICES, MAINE MUNICIPAL ASSOCIATION



"We've literally been told that the new survey is 'better than sliced bread.' Members have found it easy to use and easy to navigate. The number of help requests from our members has been minimal."

ABIGAIL SPENCER, DIRECTOR OF MARKETING AND OUTREACH FOR AMERICAN PUBLIC GARDENS ASSOCIATION