

# CASE STUDY



The new mentoring platform powered by Stellar connected to the association CRM helps **increase** the membership base and **retain** existing members.

## AT A GLANCE

### Challenges

- Attract new members
- Offer new digital programs to members
- Reduce manual efforts
- Generate new revenues
- Measure successes

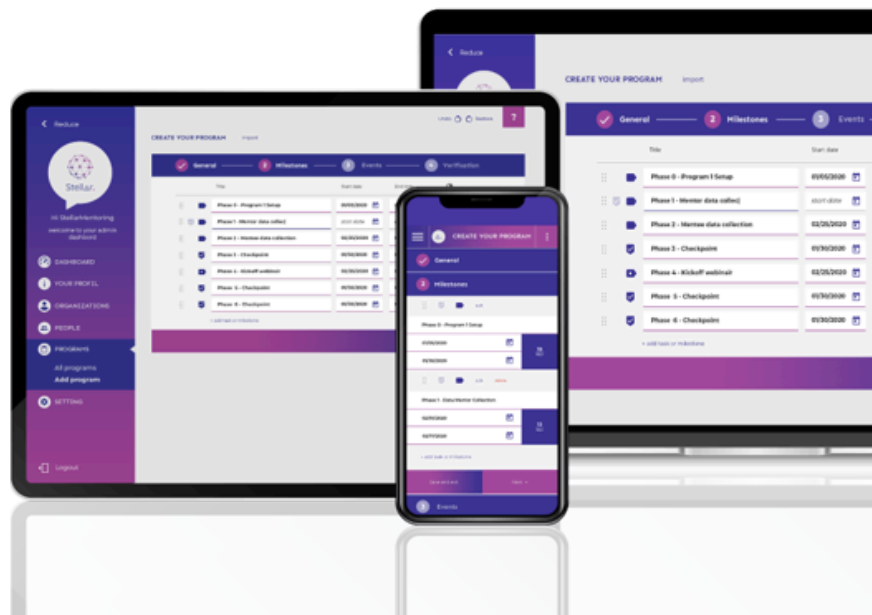
### Benefits

- Increased **Membership by 50%**
- Increased retention **by +2 years**
- Created **new learning and development offerings**
- Helped the members feel part of a network
- Offered **mentoring to partners for their employees**
- Generated **new revenue lines** with mentoring programs



As the Head of Mentoring within our Professional Network and Global HR for a major corporation, I utilize Stellar Mentoring solutions to manage our annual Mentoring Programs. This helps streamline our mentoring efforts by matching individuals to the most suitable mentors without bias, ensuring optimal development.

**J. Van Acker** EVP and Head of Mentoring PN



## THE CHALLENGES

PN acknowledged the necessity to update its mentoring program. After three years of successful development, the mentoring team faced challenges in matching participants as effectively as before. As they approached their limits, PN turned to a digital platform for assistance. Stellar offered an ideal solution by integrating seamlessly with its CRM. This option was not only cost-effective and professional but also provided scalability, security, and ease of use, significantly decreasing manual workload. Throughout the COVID-19 pandemic, PN was able to maintain member engagement and deliver a high-quality, fully digitized program.

## THE SOLUTION

Stellar developed a mentoring platform connected to Personify CRM to run a successful program from start to finish. When candidates apply for the program, the mentoring team manages the candidates' applications, matches them in one click, and handles communication, enrollment, milestones, and progress measurement with ease.

## THE OUTCOMES

### New Revenues

PN offers **several mentoring campaigns** during the year. It helped **to increase retention by 50%** and the associations generated new revenue streams. **Participation** to the program is **charged**.

### Perfect matching

**Best match between Mentor and Mentee** for every program with our smart algorithms in one click.

- Increased **quality of matching to 98%**.
- **Reduced by 80%** the admin efforts to manage the matching and the ongoing mentoring tasks.