

# Partner Panel Selection and Ongoing Management

## *Business Membership Services Organisation*

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### ***The Challenge***

A start-up UK business membership services organisation (no longer trading) noted a niche in the small business market that was not being filled, namely using its bulk buying power to bring members services at rates which are normally reserved for the large blue chip companies.

### ***The Task***

They were searching for a partner who would find suitable providers to enable them to realise their objectives without the need to develop an internal team and who would enable them to bring offers to market in a short time scale. Affinity Maker™ was selected as the organisation to bring their aspiration to life.

The first services to be brought to market included a health insurer and a telecoms / broadband provider.

They wanted providers who could match their expectations of service delivery, relate to the differing needs of their client base and were willing to develop innovative solutions to match their needs. Further, as their brand was new and unrecognised, it was important to partner with respected brands who their clients would be comfortable doing business with.

### ***The Results***

Having carried out an initial screening and selected those to tender, Affinity Maker™ ran the tender process, establishing the ability, performance and competitiveness of the service providers and negotiating the split of costs and revenue. Once the organisation made the final selection, Affinity Maker™ was their eyes and ears during the service development, ensuring that the offering was being developed as agreed and that the timeline is adhered to.

Once the services came on-line, Affinity Maker™ managed the relationship with the providers on the clubs behalf, ensuring that the service was meeting supporter expectation and generating the revenue predicted.