



- ▶ Discover revenue opportunities
- ▶ Understand product profitability
- ▶ Improve member satisfaction
- ▶ Validate marketing assumptions
- ▶ Clean up from conversions

Considerations:

- Is it easy for your staff to setup a new member? Are your products confusing?
 - Do you know what product is your most profitable?
 - Are your products delivering what you are marketing to your members?
 - Do your products fit into a future digital strategy?
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Your products are a direct link to your members. Are your products serving your members the way you think they are?

Review your product stack to ensure you're remaining competitive in the market, aligned with member needs, and future ready for digital growth.

Celero consultants use developed best practices to find areas for product improvement. We help identify missed opportunities to stream line product stacks, improve processes, and introduce new functionality.

Best Practices Product Assessment

Celero consultants ensure your products are functioning as expected and advertised as described in your marketing material.