

## Case Study-Caravan and Motorhome Club Launches New Digital Membership Card.

The Caravan and Motorhome Club, a well-respected and popular membership body with a rich history stemming back to 1907, recently announced plans to switch from physical plastic membership cards to digital alternatives.



The main factors behind the decision are the convenience for members as it gives them instant access to their card via the app. As well as the environmental benefits with the reduced plastic waste. In today's business world it is important that you act sustainably as it is good for public trust and Corporate Social Responsibility (CSR).

This follows the market trend with more organisations opting for digital solutions in a bid to act sustainably and provide a better experience for their users, the American Alliance of Museums are an example of this with their membership base of 50,000 Americans (Alliance of Museums, 2021). Members of the caravan and motorhome club were inspired by the change with 47% of members saying they want to be able to store their membership cards on their phone.

The welcome reception of the Caravan and Motorhome Club shows the future of memberships is Digital, and it is only a matter of time before plastic cards are phased out completely. It is important that businesses stay in the loop with the changes impacting their world digitally, allowing them to remain competitive in their markets. It is worth noting how the examples listed in this article both boast large membership bases, further highlighting the credibility of Digital Membership Cards.

This prediction of the removal of physical cards is also supported by a recent study by Paysafe who found that 54% of Americans have used a mobile wallet to make a payment (cuseum.com, 2020). This shows familiarity the market has with digital solutions and suggests that eventually physical cards will be made redundant.

Hayward Miller have experience of working with clients that provide Digital Membership Card services. If this is of interest to you and your company, to find out more contact us via email or telephone.

Email: [digitalmemberships@haywardmiller.co.uk](mailto:digitalmemberships@haywardmiller.co.uk)  
Telephone: 01842 777 760

By Dan Wright

