Technology In Action. The Royal Institute Of Navigation Case Study.

The Royal Institute of Navigation worked with TOVIE AI to revolutionise the way it attracted and engaged with potential new members.

The RIN today provides new members with a compelling experience to help them navigate a complex and growing set of membership routes, helping answer questions as they arise and onboarding prospects onto the right membership track for them.

tovie ai



SIGN IN REGISTER 37 ABOUT US NEWS EVENTS GROUPS & BRANCHES MEMBERS AREA PROFESSIONAL REGISTRATION RESOURCES tart the Conv Select A Recommended Would you like to get <mark>actively involved</mark> with Membership Welcome to the Roval the RIN council and vote on issues, or would Institute of Navigation you be more interested in passive i ent? membership discovery and Associate Member signup experience. I am a This level is open to anyone with a level of experience, competency or qualification in robot tasked with helping navigation or related fields vou find the RIN Great that's the end of my questions membership type that is recommendation would the Associate right for you and answer any Member membership. A good second questions you might have i Ordinary Member along the way. the Ordinary Member membership. This level is open to anyone who is established specialist and/or competent in navigation or I have highlighted the benefits of the To start, please tell me related fields. Associate Member membership below which of the following options would you say best Postnominals AMRIN applies to your situation. Navigation News magazine Journal of Navigation online access + full archive Suggest a membership 🤢 Click to interrupt with a question ⑦ Click to interrupt with a question ③ Concept to live in just 1.5 months Engaged Design Testing Live Value Derived • Helped add **20 % growth** in membership conversion. • Used for membership sign-up engagement at events.

- Real-time resolution of questions during sign-up process. 0
- Rich analytical insight into prospect behaviour and questions. 0
- Reduction in RIN staff support hours surrounding onboarding. 0

