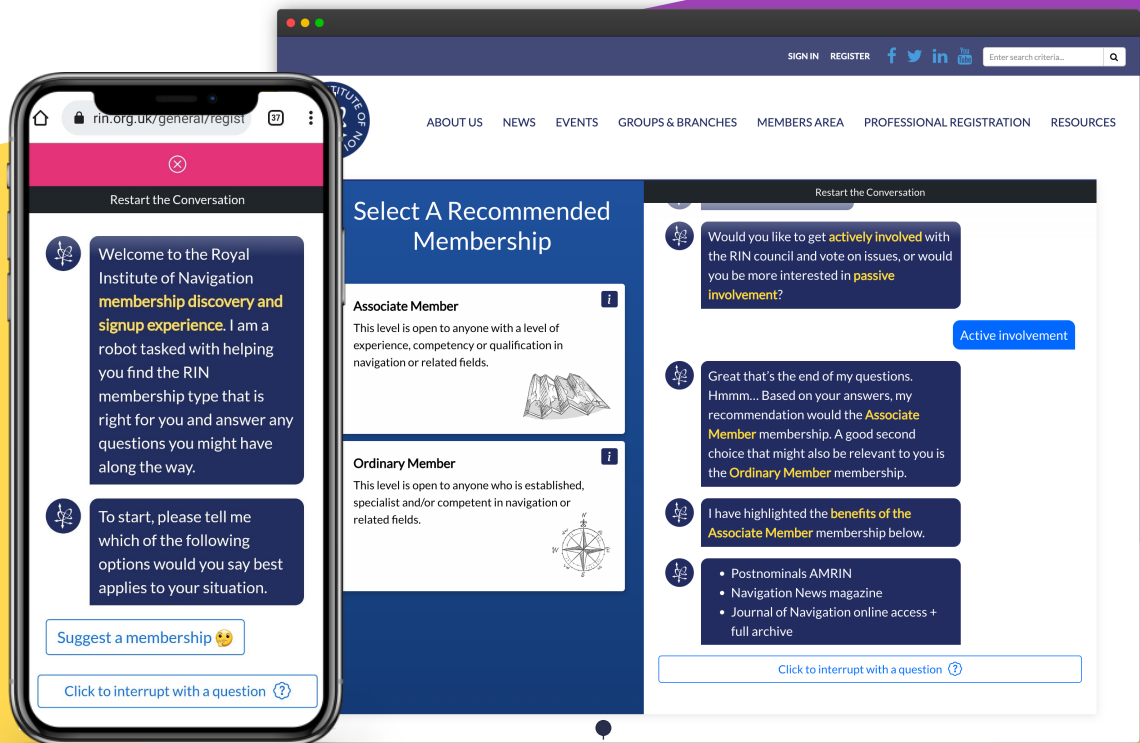


Technology In Action. The Royal Institute Of Navigation Case Study.



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.



Concept to live in just 1.5 months



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.
- Rich analytical insight into prospect behaviour and questions.
- Reduction in RIN staff support hours surrounding onboarding.

