

Chamber Model Innovation

Running a Customer-Centric
Data-Driven
Member Organization



What used to make Chambers special, today makes them weak

- Historically, Chambers of Commerce have played a key role in supporting business relations, trade, and communication networks. They have served as vital sources of business information for traders, merchants, and investors.
- We often refer to Chambers as brokers and advocates between the private and public sectors because they maintain a balanced presence on both sides.
- Most Chambers used to possess a rich legacy and a wealth of underutilized data from their members, which unfortunately has not been effectively utilized in service of either the Chamber or its members.

- The Chambers' legal monopoly on registering new members led organizations to become complacent in continuously modernizing their technology, communication, and staff capabilities to meet the evolving needs of companies.
- In many jurisdictions today, joining a Chamber is no longer mandated by law, and companies have the option to opt out.
- The good news is...

**There is
potential and
rational for
optimism**

Within **13,000**
chambers
around the
world an
increasing
number of
organizations
are stepping on
the path of
**Chamber Model
Innovation**

About Chamber Model Innovation

CMI Methodology was first introduced by ICC/WCF in November 2021. The new framework provides guidance on how any Chamber in the world can start streamlining existing service portfolio and creating new value proposition focusing on acute members' needs in the most **cost and time-effective manner.**

The framework, once implemented, supports member engagement, employee reskilling, and organization-wide innovation.



Chamber's Challenges Today

- Disengaged/inactive members or declining membership growth
- High costs of new initiatives, projects, and service delivery
- Everyone speaks of data analytics for decision making but what to do with it?
- Diminishing appeal of organization as an attractive employer
- Low impact of employee reskilling / training

The Change to Look For

When CMI Process is Implemented

- Introducing services that are catered to the actual needs of the members
- Quick and cheap prototyping to test service idea before committing resources and time
- Using data from successful and failed experiments in improving services and customer journey
- Existing and new roles call for entrepreneurial mindset and data analysis skills
- Continuous re-skilling of employees takes place during service experimentation



**How to transform a
Chamber network
into a catalyst of
business growth...**

Start Your CMI Journey Today



Integra Seven
info@integraseven.com
+ 971 04 329 9570
www.integraseven.com