



Flying high with streamlined payment solutions

AOPA soars with less decline rates on membership dues



> Introduction

Incorporated in 1939, the Aircraft Owners and Pilots Association (AOPA) is the largest civil aviation organization in the world. Its mission is to help protect members' freedom to fly, and it contributes to the long-term health of general aviation through government advocacy and education. AOPA works with Worldpay and Personify, an

eCommerce partner that provides constituent management and engagement software to membership organizations. As an integrated Personify360 Platform partner running on Version 7.50 or higher, Worldpay delivers various payment processing solutions to AOPA's more than 350,000 members.

🎯 Situation

"More than half of our membership – 63 percent – is on automatic renewal, so having credit cards updated automatically, where a human doesn't have to take action and it just renews every year with no problems, is huge with regards to keeping our members happy."

– **Kayla Upchurch, AOPA IT project manager**

As the world's largest general aviation association, AOPA takes member satisfaction very seriously. In order to ensure a positive and consistent experience, it's essential to make purchasing and paying for membership dues as easy as possible for the thousands of pilots, aircraft owners, and even hot air balloon enthusiasts who belong to AOPA.

"Making it easy to purchase an AOPA membership, as well as renew, has a sizable impact on member satisfaction – a critical success factor for us as a

membership organization," says John Hamilton, AOPA vice president, information and technology.

"More than half of our membership – 63 percent – is on automatic renewal," adds Kayla Upchurch, AOPA IT project manager. "So having credit cards updated automatically, where a human doesn't have to take action and it just renews every year with no problems, is huge with regards to keeping our members happy."

✓ Solution

"After switching to Worldpay and using your Recovery solutions, our decline rate now averages about eight percent each month – which represents not only a sizable improvement in member satisfaction, but increased cash flow as well."

– **Kayla Upchurch, AOPA IT project manager**

AOPA's integration with Personify enables members to buy online as well as over the phone through a lockbox service. An automatic renewal process and a credit card update service have delivered sizable financial benefits, as well as reduced frustration on the part of members.

"We have numerous long-time, committed

members, and the automatic renewal process is the most important feature for those members, since they would never let their membership expire on purpose," Hamilton explains. "Having a credit card processing partner like Worldpay, which streamlines that process and makes it really easy for our members to maintain their membership, is a huge value to us."

||| Results

"We assure our members that their credit card data will be highly secure, and we accomplish that through Worldpay's tokenization capabilities. Plus, this has helped with our PCI compliance, since we don't keep any credit card data of any of our members. This just makes our lives a whole lot easier."

– **John Hamilton, AOPA vice president, information and technology**

As a trusted partner, Personify recommended AOPA make a switch in processors to Worldpay. In addition to increasing member satisfaction, Worldpay was able to reduce the previous cost of AOPA's payment processing. Further, with the combined security, ease, and efficiency of Worldpay's various value-added services, AOPA's payment operations were simplified and strengthened, Hamilton says. And working with Worldpay has been a pleasant experience, too.

"I typically haven't had a need to contact Worldpay," noted Upchurch. "And, in the rare

instances when I did, our Worldpay relationship rep was quick to respond and answered all my questions. Switching to Worldpay was one of the easiest things we've done."

"Worldpay's payments technology helps our organization every single day. Our business would not succeed without it."

– **John Hamilton, AOPA vice president, information and technology**