



MemberClicks

Our
Culture

OUR MISSION

Empowering member-based organizations to thrive through **refreshing technology** and a **heart for service**



CULTURE VALUES MISSION

Since Day One, each has played a part in the makeup of our MemberClicks DNA.



These elements are not only fundamental to our success — they are how we define success.

Why do we care so
much about
what drives us?





Simple.

You can't know where
you're going if you
don't know where
you come from.





**We come from people –
*great people.***

There is no other magic recipe.

This started years ago in
a small apartment in Buckhead,
where **Thomas Howard** created a
company that was passionate about
creating an experience that was,
simply put, **refreshing.**

This desire to create a
**uniquely refreshing
experience** carries
over into everything
that we do.

It carries over to our people — and we mean *all* of our people: customers, partners and our MemberClicks family.

It allows us to stay rooted in delivering a refreshing experience from start to finish.



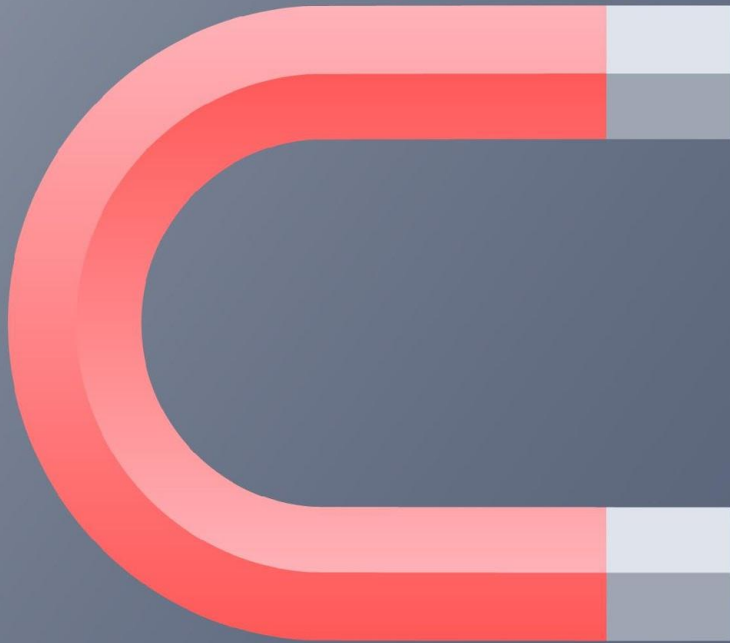
Since day one, it has been clear that

**culture
can be
created**

OR

**it can
simply
happen.**

We quickly realized, it's totally up to us how we shape our culture and who we are.



It's up to us to create a culture that is magnetic, that is irresistible.

**It's up to us to
create a culture
we love.**

The following thoughts are part:

What we believe

What we are striving to do

MemberClicks code

Everything we
do has to be
shockingly
refreshing.

1

You accomplish
nothing alone,
you achieve
everything
through
collaboration.

3

Autonomy is
imperative
here, so
embrace it.

5

Be forgiving –
you've been
there, too.

7

2

If you aren't
taking it
personally,
what are you
doing?

4

Working hard
merits playing
hard.

6

Enable
transparency,
don't just
speak to it. It
will foster
growth.



What does it mean to provide a
SHOCKINGLY REFRESHING EXPERIENCE



We want every customer to walk away
from an encounter with MemberClicks
pleasantly surprised.

This is a continued aspiration.
It takes sincere discipline.

It will take an obsessive and relentless commitment
to view every decision we make through this lens.

Technology is technology.

An experience,
however, can create a
customer for life.



**We are inspired by several
companies that get this right:**



Deliver “WOW”
Through Service.



SFTC – Solve For
The Customer



Designed for Companies
that want to Create
Customer Relationships
that are More Meaningful,
Personal, and Productive.

Our word for these ideals is

REFRESHING



Being refreshing starts from the moment they meet MemberClicks.



REFRESHING MEANS:

We should only be selling to
customers we can truly refresh.

We should always look for
ways to **obliterate** a
customer's expectations.

CUSTOMER'S EXPECTATIONS

MEMBERCLICKS



exceeding
expectations

**Obliterating
expectations in:**

Marketing
Sales
Implementation
Help
Our product
Our messaging
Our tone
Our hearts



Creating a refreshing experience requires you to take it personally.

No, seriously. We want you to *take it personally.*

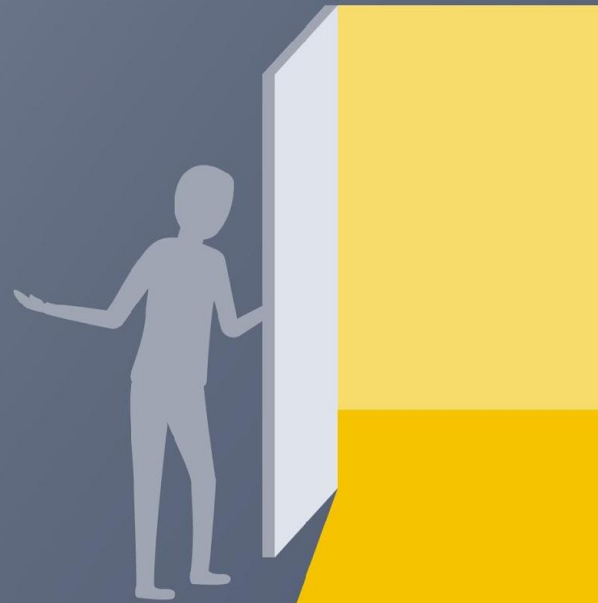
We care deeply about the MemberClicks Nation,
and we care deeply about our Clickers.



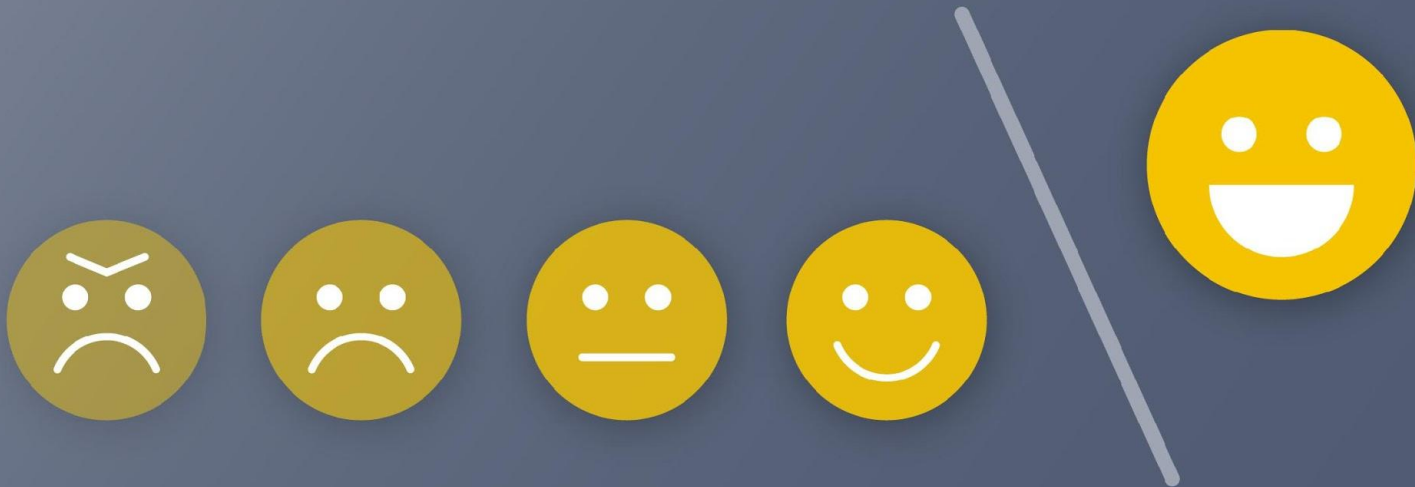
How can you *not* take that personally?

We truly believe that
**by putting others first,
you come in first.**

When we don't,
we are totally bummed.



We are offended by the thought
of a customer having a bad
experience with MemberClicks.





We are completely
confused when folks
don't carry their weight.

**WE TAKE IT VERY
PERSONALLY.**

[ALL OF IT.]



Collaboration
fosters better results.

Silos create chaos.



Chaos is the enemy of a refreshing experience.

We are a young company.
We need to talk about the
decisions we are making.

**Let's
collaborate.**



Working hard *merits* **playing hard.**



**It's hard to beat a person
who never gives up.**



- Babe Ruth

We value:

- ✓ Hard work
- ✓ Discretionary effort
- ✓ Going above and beyond

Hard work

Breeds

**Trust &
Respect**



Garners

Forgiveness

**As much as
we value
those traits,**

we enjoy and value equally
the **flexibility** that is
afforded to every individual
that demonstrates them.





Working hard *merits* **playing hard**





AUTONOMY

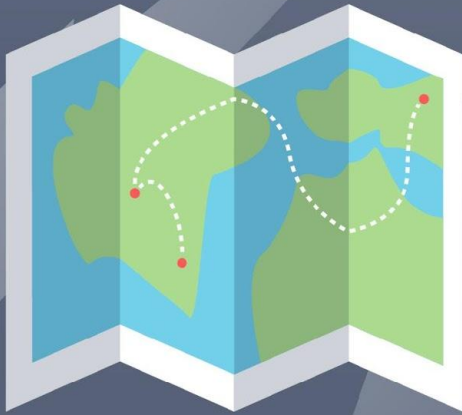
Trust is the foundation of autonomy and transparency.

We trust each other to make wise choices.

When you hire people that are:

Smart
Effective
Transparent

It's easy to **SET** them free.



We want people who are **naturally curious.** We want you to **elevate** our company. We want you to take our customer experience to places we couldn't **imagine** on our own.



**NOW JUST
GO DO IT.**



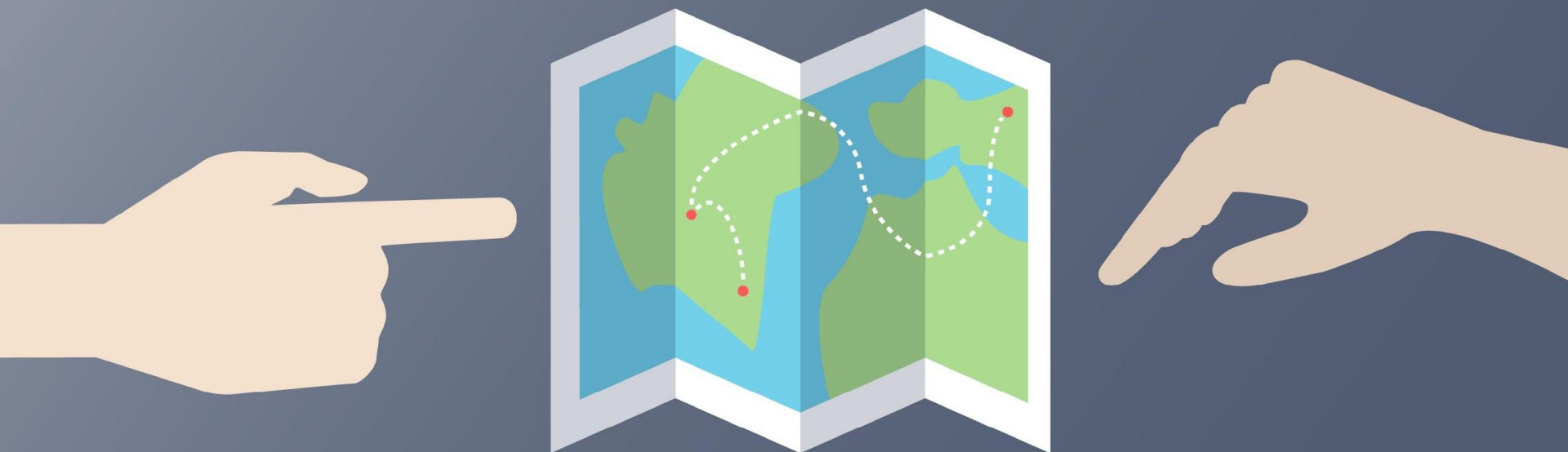
TRANSPARENCY

Transparency is the path to collaboration and autonomy.

It's also a pre-requisite for forgiveness.

Through
transparency,
understanding
evolves.





Our desire to be transparent
creates an equal desire to surround
ourselves with curious people.



Be curious!

Being transparent
with each other is
only the first step.

**We must also be
transparent with
our customers.**



**Transparency is
an imperative.**

**Transparency does not directly
translate to group think.**

**We have faith in you, but we also
have faith in our leadership team.**

Sometimes decisions will rub you the wrong way.
That's ok. Because if you believe every other word
prior to this statement, you can trust we have the
best interest of you and the customer in mind.



FORGIVENESS

We want to fail constantly
trying new ideas.

A willingness to fail requires
a culture of forgiveness.



Forgiveness
encourages
transparency.



It facilitates
collaboration.



It is the extra push
to empower
autonomy.

Forgive,

because all of
us have been
forgiven.



So that's



MemberClicks

In summary:

We want to be a truly and uniquely refreshing company.

We are desperate to surround ourselves with people who care A LOT.

When we find those people we want to work with them to make magic.

We believe “magic” is a bi-product of design and an immense amount of elbow grease.

We believe in you. More importantly though, we want you to believe in yourself.

If you aren't willing to be transparent then you aren't going to enjoy being a Clicker.

It's ok to try it. If you mess it up, you've already been forgiven.

If we do these things, customers will find us
irresistible.



Along the way, we will create an experience and culture
that you and they will want to share with everyone.

With all of that said...

MemberClicks is not
for everybody.

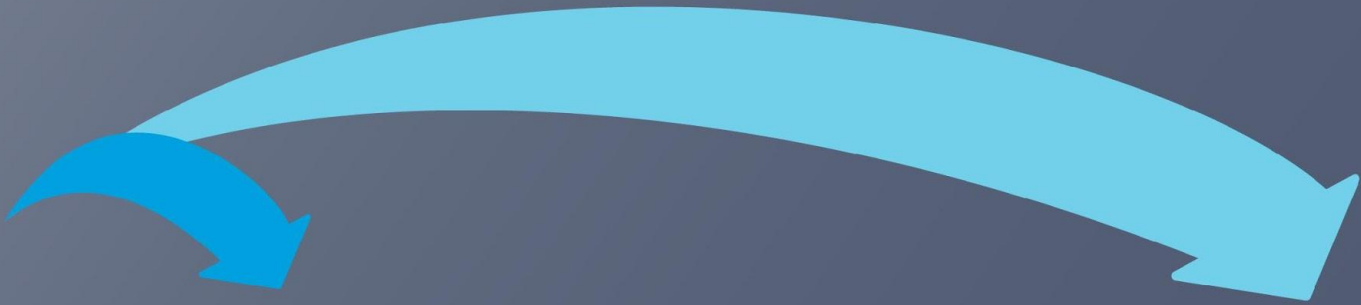
(We aren't perfect.)



We make mistakes all the time.

Some big ones:

In our pursuit to create a culture, we sometimes made **short-term decisions** at the sacrifice of our **long-term vision.**



At times, our excitement for what **can be**
gets in the way of what **needs to be**.



As we grow,
**it will feel
chaotic at times.**



If it feels chaotic, it probably is.
There will be times that there is no other way.



Let's keep creating a
company and a
culture that we **love.**

Carpe **MemberClicks**