

Case study

# How Pavilion improved NPS with Hivebrite

Discover how the leading global network for GTM leaders transformed member engagement



# Pavilion: The leading go-to-market community

**Pavilion is a private, paid membership organization designed to support go-to-market leaders, primarily in B2B SaaS organizations.**

With over 10,000 members globally, Pavilion's mission is to help leaders unlock and achieve their professional potential through community, continuous learning, and career services.



## From local supper club to buzzing international community

Pavilion's story began in 2016 as a simple supper club in New York City, where heads of sales could gather, share experiences, and support each other in navigating the complex challenges of their roles. This informal setup quickly revealed a significant gap in the professional world—a lack of dedicated spaces where high-level executives could connect, learn, and grow together.

As the supper club evolved, it became clear that the value of these shared experiences and peer support reached far beyond just casual dinners. The challenges these leaders faced weren't confined to New York or even the sales function; they were common across various roles and regions. With this realization, Pavilion broadened its mission to include a wider range of go-to-market leaders, such as those in marketing, customer success, and revenue operations, at different stages of their careers.

Since then, the community has flourished, driven by the belief that the best professional development happens when it's continuous, collaborative, and supported by a strong network of peers. This approach has allowed Pavilion to create a vibrant ecosystem where leaders can truly thrive.



# Streamlining and enhancing member experience

As Pavilion grew, it became increasingly evident that its multi-platform setup was not sustainable for administrators or members. Member experience suffered with the need to navigate through multiple logins to access different parts of the community, such as educational content, networking opportunities, and career services.

The fragmented and complex experience across various platforms not only created confusion and diluted Pavilion's value but also led to frustration among members, resulting in declining satisfaction and Net Promoter Scores (NPS).

Members voiced their concerns about the difficulty in finding and utilizing the resources they needed, which hindered their ability to fully benefit from Pavilion's offerings.



Recognizing these challenges, Pavilion realized the necessity for a unified community platform that would serve as a central hub, seamlessly integrating all aspects of the member experience—from networking and educational resources to career support services. By consolidating these elements into a single, streamlined interface, Pavilion aimed to enhance user accessibility and satisfaction, ensuring that members could easily engage with the full spectrum of resources available to them. This strategic move was essential not only for improving the overall member experience but also for supporting Pavilion's mission to foster continuous professional growth and connection among go-to-market leaders.



# Beyond build vs. buy: The smart path to community platform success

Initially, Pavilion was committed to building its own community platform from the ground up. This approach was driven by a desire for complete control over the user experience and the belief that a custom-built solution could be perfectly tailored to meet their unique needs. The vision was to create a platform that encapsulated all of Pavilion's offerings into one seamless, integrated system, providing unparalleled value to its members.

However, as the development process unfolded, Pavilion encountered significant challenges. The time, cost, and resources required to build a platform from scratch quickly became apparent. Despite two years of effort and substantial financial investment, the platform still fell short of expectations, lacking the robust features and functionality needed to deliver the intended member experience.

Faced with these obstacles, Pavilion began exploring alternative solutions and discovered Hivebrite. Hivebrite offered a flexible and customizable platform that could be tailored to Pavilion's specific requirements without the need for extensive in-house development. This discovery was pivotal, as it allowed Pavilion to achieve the best of both worlds: the complete control and customization akin to a bespoke solution, combined with the efficiency and reliability of a SaaS platform.



Hivebrite stood out due to its extensive feature set and its ability to integrate seamlessly with Pavilion's existing systems like Salesforce and ChargeBee. This integration capability was crucial for Pavilion, as it ensured a smooth transition and maintained the continuity of their operations. Additionally, Hivebrite's flexibility allowed Pavilion to quickly implement a unified community platform that integrated all key features such as member directories, educational resources, and career services.



“Thanks to the bidirectional sync of Hivebrite data in Salesforce, we gained valuable insights into our members’ engagement patterns.”



**Tom Andrews,**  
VP of Technology and Operations at Pavilion

Furthermore, Pavilion chose Orbiit to complement Hivebrite, leveraging its ability to create meaningful, personalized connections at scale. This combination of Hivebrite and Orbiit empowered Pavilion to provide a comprehensive and engaging member experience, fostering deeper connections and enhancing member satisfaction.

## Hivebrite’s full-stack community platform enables Pavilion to:



### **Create a repository of knowledge**

Build a centralized hub that integrates educational resources and leverages member expertise from go-to-market leaders across various functions



### **Gather data and insights**

Monitor user behavior and engagement metrics through Salesforce integration, enabling valuable insights into member engagement patterns



### **Encourage collaboration and innovation**

Facilitate meaningful connections at scale through geographic member directories and automated matching based on role, interests, and location



### **Streamline operations**

Simplify member experience with seamless integration of multiple services through robust API capabilities connecting to tools like Salesforce and ChargeBee



# Essential features driving Pavilion's strategy



## Groups

Empowered local leadership: Hivebrite enables Pavilion to effectively manage local chapters, allowing chapter heads to create tailored events and experiences for their members, fostering stronger community engagement.



## Orbiit

Making every connection count: With Orbiit, the team can automatically match members based on criteria such as role, interests, and location to enhance community connections at scale.



## Member directory

Enhanced networking opportunities: Hivebrite's geographic member directory facilitates connections based on location, making it easier for members to network and collaborate with peers nearby.



## Integrations

Streamlined operations: Hivebrite's robust API capabilities allow Pavilion to seamlessly integrate with Salesforce and ChargeBee, simplifying member onboarding and improving data management efficiency.

## A closer look at Pavilion and Hivebrite's integrations



**Salesforce:** Used for orchestrating data flow and automation, leveraging Hivebrite's API to sync member information.



**ChargeBee:** Manages billing and integrates with Hivebrite to automate the onboarding process.



**Make.com (formerly Integromat):** Facilitates automation between Hivebrite, Salesforce, and other tools for seamless data transfer and process automation.



# Transforming member experience to drive success

Since implementing Hivebrite and Orbiit, Pavilion has seen significant improvements in member engagement and satisfaction. Key results include:

- A **significant increase in member NPS** Scores increase thanks to a more streamlined, centralized member experience.
- **75-80%** of members have activated their accounts, with consistent return visits indicating high satisfaction.
- Reduced reliance on third-party data acquisition and **improved data strategy through first-party data collection.**

Pavilion's evolution highlights the importance of aligning technology with member needs and experiences. By partnering with Hivebrite and Orbiit, Pavilion has transformed its member journey, focusing on delivering value through strategic engagement and personalized connections.

“Success looks like having members who are getting incredible value out of everything you do. They have very clear pathways within your community and are so happy that they are referring their peers. Success is helping them, truly transforming their careers.”



**Carly Pallis,**  
SVP Member Experience at Pavilion

