CASE STUDY

HOW WE TRIPLED A CLIENT'S RETENTION RATE

BY RICHARD MILLINGTON

WWW.FEVERBEE.COM

MOST MEMBERS AREN'T GOING TO STICK AROUND

Figure 11. Community Member Tenure

bracket/ comm_id	total users	% single post	% tenure less than 30 day	% tenure less than 90 days	average user tenure	av
Ex-Small	40129	38.3%	73.0%	80.9%	80.7	
2	297	39.7%	87.5%	91.6%	48.5	
6	474	38.6%	57.2%	63.3%	222.3	
7	581	53.7%	74.4%	79.3%	84.3	
8	1403	54.8%	90.2%	95.8%	12.0	
13	788	33.6%	62.7%	71.2%	135.3	
15	932	35.3%	71.7%	81.7%	63.8	
18	191	28.8%	69.1%	82.7%	68.2	
21	296	25.7%	71.3%	77.4%	109.7	
22	1777	53.7%	87.8%	92.3%	36.4	
24	790	36.8%	64.6%	73.8%	108.2	
29	194	37.1%	74.2%	80.9%	63.5	
33	1354	38.1%	70.6%	80.0%	62.9	
40	676	40.4%	75.9%	84.9%	39.9	
44	564	47.5%	72.7%	80.7%	60.6	
45	749	53.0%	84.5%	98.3%	11.3	
46	233	35.2%	69.1%	78.1%	82.5	
47	163	18.4%	54.6%	63.8%	98.4	

Figure 11. Community Member Tenure

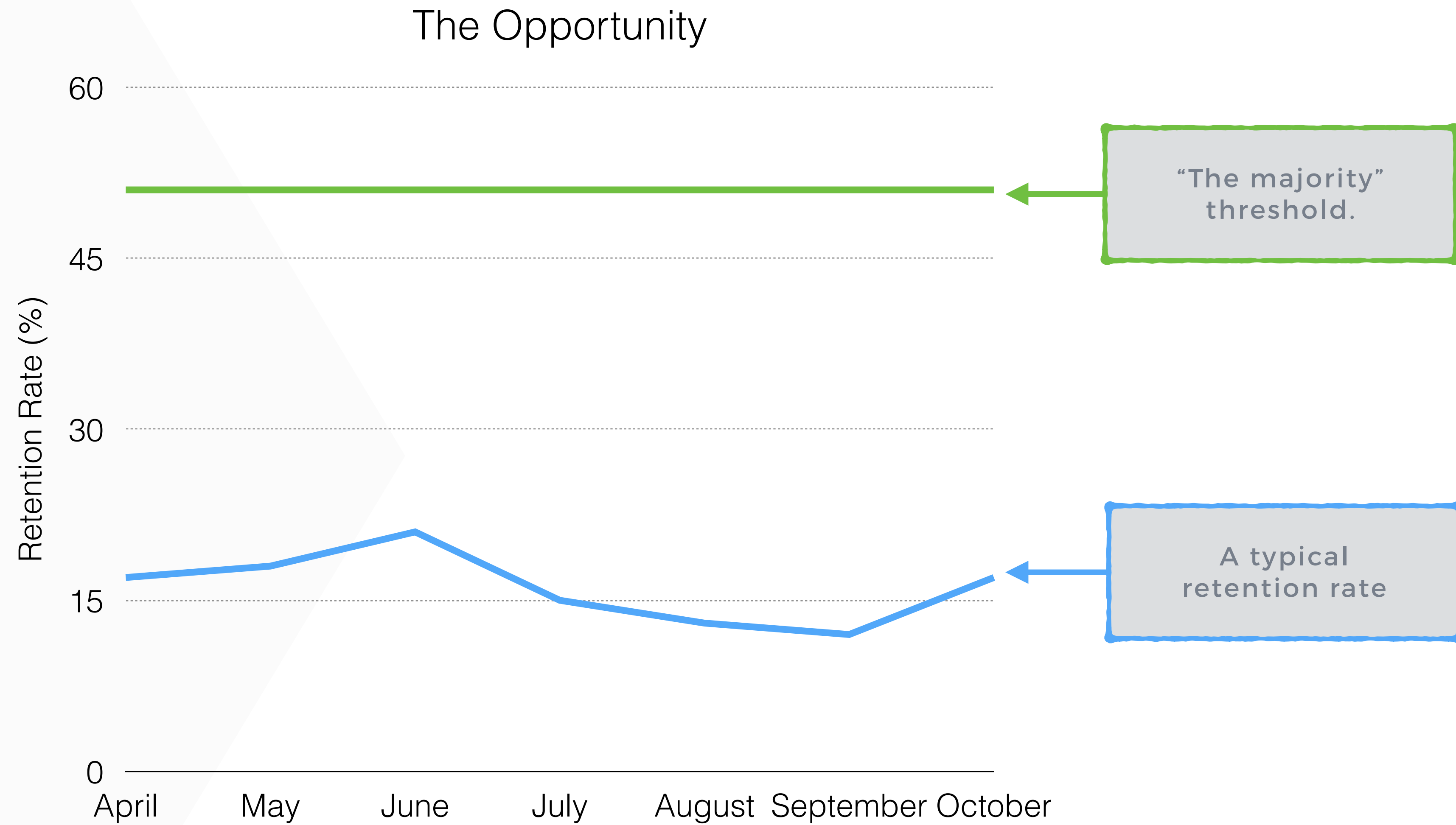| bracket/ comm_id	total users	% single post	% tenure less than 30 day	% tenure less than 90 days	average user tenure	av
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☆ ⇅	👤 Name	🕐 First Activity	🕐 Recent Activity	💓 Past year
1 -		Wed 21 January '15	Mon 30 July '18	
2 -		Thu 24 October '13	Monday at 07:55	
3 -		Tue 26 May '15	Tue 17 July '18	
4 -		Tue 18 August '15	Monday at 23:32	
5 -		Wed 14 September '16	Tue 24 July '18	
6 -		Mon 16 February '15	Wednesday at 10:08	
7 -		Fri 10 July '15	Fri 4 May '18	
8 -		Thu 22 September '16	Thu 26 July '18	
9 -		Fri 11 December '15	Fri 27 July '18	
10 -		Tue 17 February '15	Fri 18 May '18	
11 -		Mon 2 October '17	Mon 30 July '18	
12 -		Mon 21 March '16	Mon 23 July '18	
13 -		Mon 12 October '15	Fri 20 July '18	
14 -		Wed 7 September '16	Wed 6 December '17	
15 -		Mon 23 March '15	Fri 1 December '17	

		👤 Name	🕐 First Activity	🕐 Recent Activity	💓 Past year
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2	-		Sat 24 June '17	Mon 25 June '18	
3	-		Fri 4 November '16	Tue 12 June '18	
4	-		Wed 11 January '17	Thursday at 15:39	
5	-		Fri 7 July '17	Tue 26 June '18	
6	-		Sat 4 February '17	Thursday at 18:59	
7	-		Tue 27 June '17	Monday at 18:31	
8	-		Sat 24 February '18	Wednesday at 16:15	
9	-		Thu 26 January '17	Thu 5 July '18	
10	-		Thu 16 November '17	Fri 18 May '18	
11	-		Tue 1 August '17	Wed 6 December '17	
12	-		Fri 14 July '17	Wed 1 August '18	
13	-		Tue 15 May '18	Wed 23 May '18	
14	-		Fri 17 February '17	Thu 12 July '18	
15	-		Tue 17 January '17	Tue 7 August '18	

8

The Opportunity

"The majority" threshold.

A typical retention rate

The Opportunity

Retention Rate (%)

60

45

POTENTIAL AREA OF IMPROVEMENT

30

15

0

April   May   June   July   August   September   October

"The majority" threshold.

A typical retention rate
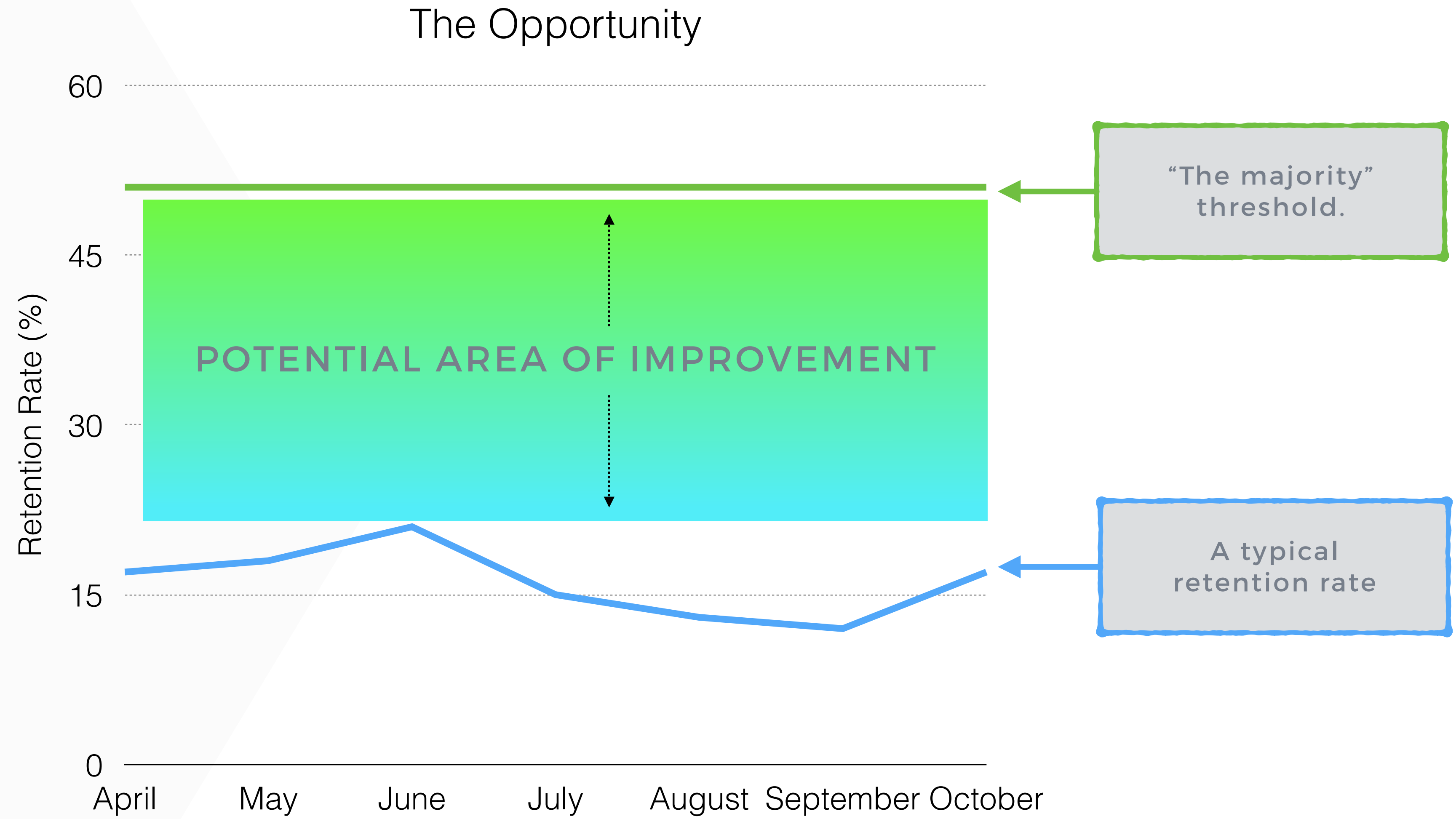
CASE STUDY
HOW WE TRIPLED A CLIENT'S RETENTION RATES

Improving Member Retention - Time-Series Data Over Two Years

Community Cohort Analysis (Jan 2019 - June 2021)

— % of new members who made their first contribution — % of newcomers still visiting after 3 months — % of newcomers still posting after 3 months

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FEVERBEE CONSULTANCY (JUNE 2019 - AUG 2020)

% Retention Rate

% of new members who made their first contribution (blue):
- Jan-2019: 22.1%
- Feb-2019: 11.1%
- Mar-2019: 12.7%
- Apr-2019: 10.3%
- May-2019: 10.8%
- Jun-2019: 11.3%
- Jul-2019: 12.7%
- Aug-2019: 11.6%
- Sep-2019: 13.8%
- Oct-2019: 13.9%
- Nov-2019: 17.5%
- Dec-2019: 19.2%
- Jan-2020: 22.5%
- Feb-2020: 25.8%
- Mar-2020: 24.7%
- Apr-2020: 26.4%
- May-2020: 27.3%
- Jun-2020: 30.3%
- Jul-2020: 33.5%
- Aug-2020: 31.8%
- Sep-2020: 34.6%

% of newcomers still visiting after 3 months (red):
- Jan-2019: 12.3%
- Feb-2019: 6.4%
- Mar-2019: 6.4%
- Apr-2019: 6.2%
- May-2019: 5.8%
- Jun-2019: 6.4%
- Jul-2019: 5.9%
- Aug-2019: 6.0%
- Sep-2019: 7.0%
- Oct-2019: 7.8%
- Nov-2019: 8.7%
- Dec-2019: 9.2%
- Jan-2020: 11.3%
- Feb-2020: 12.1%
- Mar-2020: 11.6%
- Apr-2020: 11.9%
- May-2020: 11.5%
- Jun-2020: 14.7%
- Jul-2020: 14.2%
- Aug-2020: 13.2%
- Sep-2020: 15.7%

% of newcomers still posting after 3 months (yellow):
- Jan-2019: 4.2%
- Feb-2019: 2.0%
- Mar-2019: 2.0%
- Apr-2019: 2.1%
- May-2019: 1.9%
- Jun-2019: 2.5%
- Jul-2019: 2.3%
- Aug-2019: 2.0%
- Sep-2019: 2.5%
- Oct-2019: 3.0%
- Nov-2019: 2.9%
- Dec-2019: 2.9%
- Jan-2020: 3.5%
- Feb-2020: 4.0%
- Mar-2020: 3.8%
- Apr-2020: 3.9%
- May-2020: 4.1%
- Jun-2020: 4.8%
- Jul-2020: 4.7%
- Aug-2020: 4.3%
- Sep-2020: 5.1%

BACKGROUND
RESEARCH, CONSTRAINTS, AND GOALS

ALWAYS BEGIN WITH RESEARCH

26 member interviews

17 staff interviews

279 survey responses.

RESEARCH SUMMARY

KEY FINDINGS

1) No capacity for major technical changes.

2) Members only visited when they had a problem.

3) Newcomers didn't find "any reason" (value) to keep coming back.

4) When informed of the value, members seemed keen to explore it.

5) Poor communication of value was a critical problem.

6) Superusers felt ignored and were beginning to drift away.

7) Members disliked receiving "countless" notifications from the community.

STATIC RETENTION RATES

In the 5 months prior to our work, the retention rates had declined from a holiday-period high and settled barely shifted from one month to the next.

11% of new members made a contribution.

6% of newcomers still visited after 3 months,

2% of newcomers were still posting after 3 months.

Improving Member Retention - Time-Series Data Over Two Years
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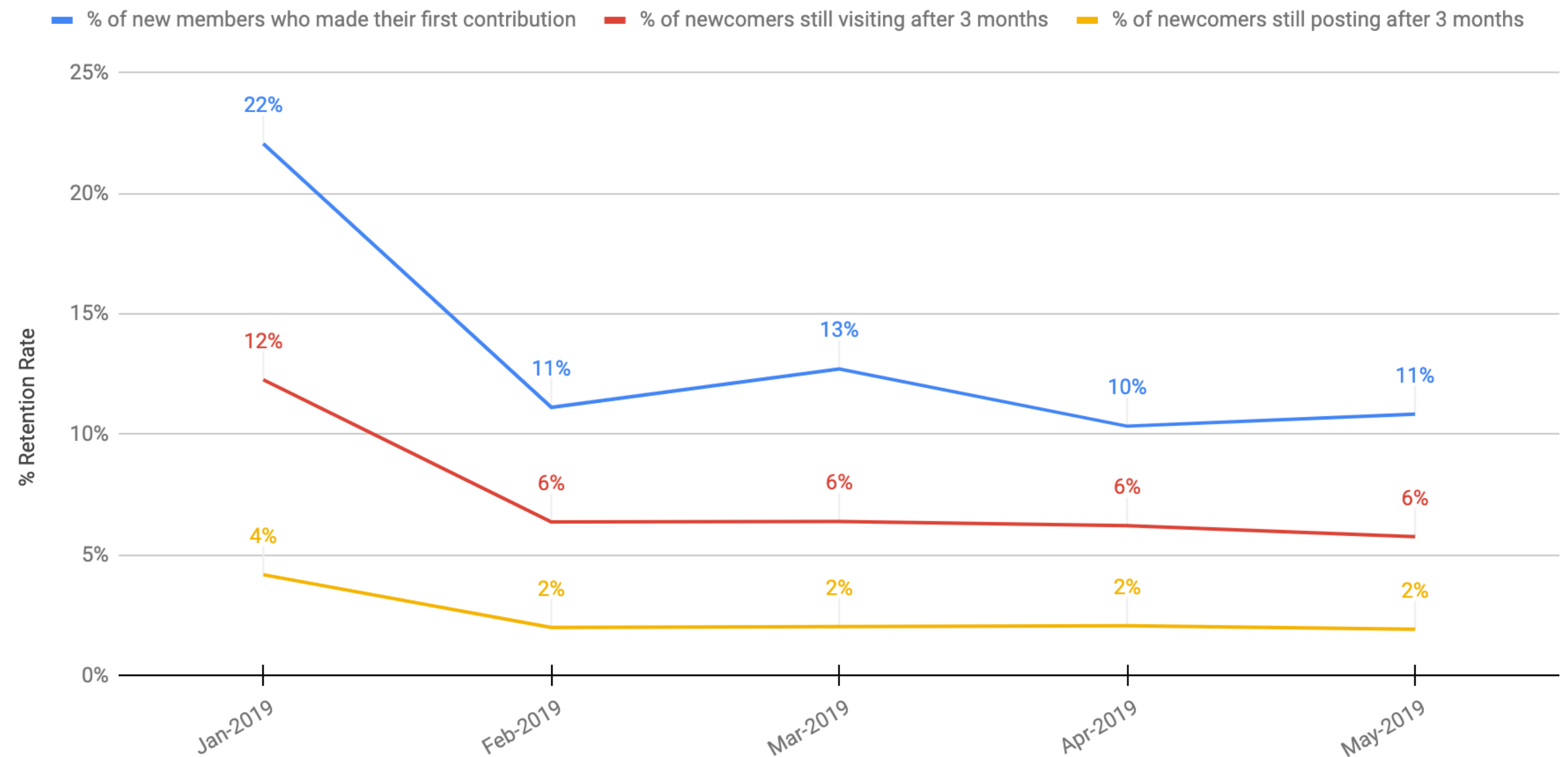
STEP ONE
REMOVING AUTOMATED MESSAGES

STOPPED MAJORITY OF AUTOMATION RULES

1) Community was sending newcomers 7 to 10 messages in their first month.

2) Several members considered them patronising.

3) Most messages were low value (i.e. you have a beginner badge!)

4) Crowded out the more important messages we wanted to send to newcomers.

Congratulations on your new Community Badge!

community _____   Fri, 29 Oct 2021, 09:45
to richard@feverbee.com

Thank you for being part of _____ Community, the first online community created exclusively for _____

As one of our premier members, you have just been awarded your first badge for joining the _____ Community! You can now earn points and badges through your activity and contributions on the community site by asking questions in the forum, liking posts, offering your perspective, others liking your posts, and more.

You will see your new badge on your profile in the coming days. We will also be adding additional badges in the future acknowledging member expertise, social networking, and more…so, stay tuned.

AUTOMATION RULES HAD NO MAJOR IMPACT

Removing automated messages didn't seem to increase participation at all. However, interestingly, it didn't decrease participation neither.

We strongly suspect automated messages are largely redundant when it comes to engaging newcomers or keeping newcomers engaged in a community.

Improving Member Retention - Time-Series Data Over Two Years
Community Cohort Analysis (Jan 2019 - June 2021)

— % of new members who made their first contribution　— % of newcomers still visiting after 3 months　— % of newcomers still posting after 3 months

% Retention Rate

Removed automated message series

	Jan-2019	Feb-2019	Mar-2019	Apr-2019	May-2019	Jun-2019	Jul-2019	Aug-2019
Blue	22%	11%	13%	10%	11%	11%	13%	12%
Red	12%	6%	6%	6%	6%	6%	6%	6%
Yellow	4%	2%	2%	2%	2%	3%	2%	2%
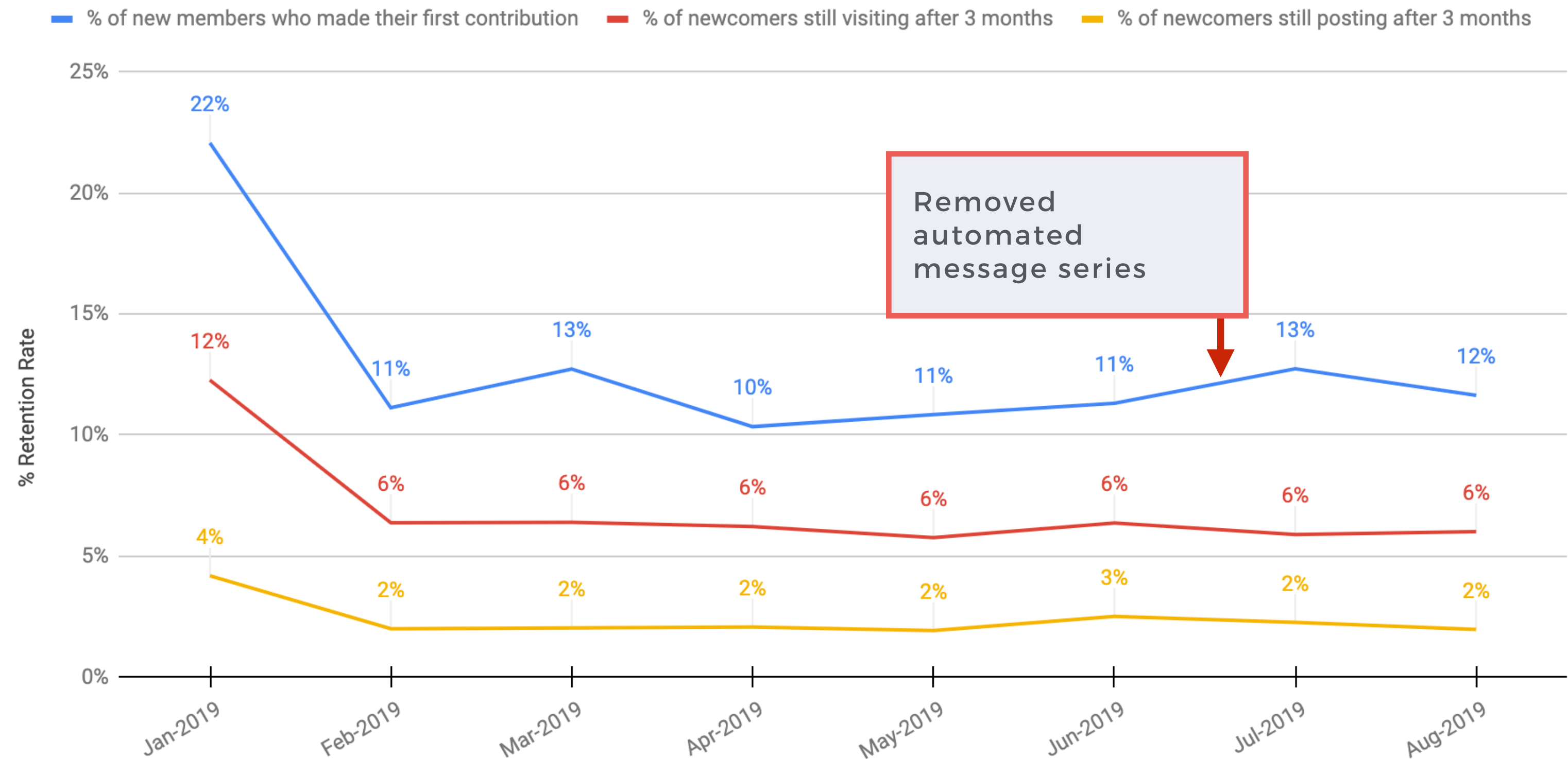
STEP TWO
IMPROVING THE FIRST IMPRESSION

CHANGED TO 'LATEST POSTS' BY DEFAULT

Our research suggested:

1) Majority of members had already seen the top posts.

2) Latest posts encouraged quicker responses due to increased visibility.

3) Members wanted their discussions to appear at the top of the page.

These defaults matter a lot
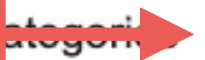
Nitrosamines Exchange

A knowledge based community for all-things Nitrosamine

Search

Latest   New (1)   Unread (3)   Top

Participate Anonymously   + New Topic

		Replies	Views	Activity
📌 How-To in the community -Tutorial ■ How-To If you're keen to get to know how to use the community, here's a short video (4 minutes) and some practical tips which cover: Search for topic in the community Post new discussions/topics/questions Tagging members in a… read more		1	49	Aug '21
📌 See Who Else Is A Member ■ How-To One theme which emerged from our discussions yesterday was members here want to see who else is a member. You can visit our public member directory here.		1	103	Jul '21
Nitrosamine impurities in drug product specification • ■ Limits of Nitrosamines		0	7	1d
ANVISA's guidance english version ■ Guidance, Documents, Resources		4	70	1d
Calculation of limit when more than one nitrosamine is identified ■ Limits of Nitrosamines		8	58	1d
✦ Introduce yourself here! ② ■ About Nitrosamines Exchange		146	817	1d
Metformin Recall mktd by Viona Pharmaceuticals Inc ■ Nitrosamines in the News		1	8	2d

last visit

REMOVED THE SURVEY POP-UP

1) 3-pops were appearing to newcomers on their first visit.

2) Removing pop-ups probably didn't have a huge material impact, but probably improved member satisfaction.

3) Better to have time-limited pop-ups for surveys or ones that appear after a visit of a few pages.

UiPath™ Forum

Sign Up   Log In   ☰
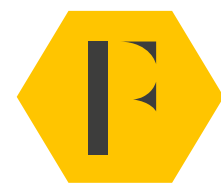
UiPath Community 2021.12 Preview Release

Studio

For the latest release we are bringing a lot of under the hood improvements to the general performance of Studio. You will see a faster startup time, a faster workflow analyzer and an optimized compilation process.

Additions to the + Sign Support in Studio

[all categories ▸] [all tags ▸]   **Categories**   Latest   Top   UiPath Replies   My Activity   + New Topic

CATEGORY

News   5 / week
● Release Notes ● Tutorials ● New Features ● Events ● Blogs
● Challenges ● Knowledge Base ● Job Board

Help   337 / week
Need help with an automation? Post here.
● Activities ● Studio ● StudioX ● Robot ● Assistant
● Test Suite ● Mobile Automation ● Automation Cloud
● Orchestrator ● Automation Ops ● Orchestrator Mobile
● Action Center ● Apps ● Insights ● Data Service ● AI Center
● Chatbots ● Automation Hub ● Task Capture ● Task Mining
● Process Mining ● Community ● Marketplace ● Forum
● Documentation ● Forms ● Document Understanding
● Technology Integrations ● IT Automation ● AI Computer Vision
● Something Else

Feedback   24 / week
Leave product feedback and bug reports here.
● Activities ● Studio ● StudioX ● Robot ● Assistant
● Test Suite ● Mobile Automation ● Automation Cloud
● Orchestrator ● Automation Ops ● Orchestrator Mobile
● Action Center ● Apps ● Insights ● Data Service ● AI Center
● Chatbots ● Automation Hub ● Task Capture ● Task Mining
● Process Mining ● Community ● Marketplace ● Forum
● Documentation ● Other Products

Learn   13 / week
New to UiPath? Start with Academy classes.
● Academy New Courses ● Academy Feedback
● Academic Alliance ● Certification ● Reboot Your Skills

LATEST

📌 UiPath with Boris Krumrey   1
   ● Events   4h

Using a dynamic varibale in selector and get
the value from Config file
   ● Studio
   STUDIO   QUESTION   SIGN_IN

Enable Test Automation Features in OnPrem
Orchestrator
   ● Orchestrator
   ORCHESTRATOR   QUESTION

A robot for my interview
   ● Studio

Type into function does not work android
emulator
   ● Studio
   STUDIO   QUESTION   TOOLS

On clicking download option in Storage
bucket,Instead of downloading the file, it is   1
navigating to a different page and says
could not find the requested page   29m
   ● RPA Discussions
   GENERAL

UiPath has a good example of pop-ups

Log In using your UiPath Account to:

• get help with your automation projects
• share feedback, report bugs or just drop
  us any question
• become an MVP and get access to
  exclusive events
• save your user preferences like themes
  and more
• automatically sign in to other services
• get in touch with our Forum staff

Sign Up   Log In

24
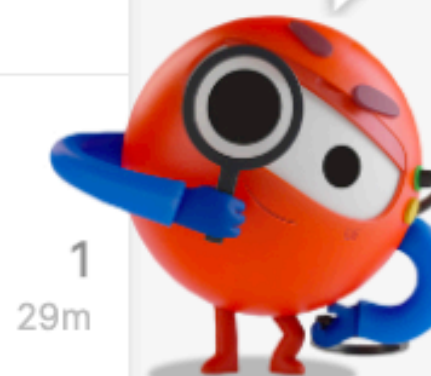
CREATED A SUGGESTED LIST OF QUESTIONS

1) Newcomers reported not knowing what questions to ask.

2) We created examples and types of questions past members had asked.

3) This appeared to have a had a significant impact upon engagement.

ENCOURAGED MEMBERS TO KNOW THE COMMUNITY MANAGER'S NAME

1) People either ignore emails from community@companyname.com accounts or spam filters were picking them up.

2) If they did open it, they would rarely respond and engage.

3) We wanted to encourage members to respond directly to the community manager and have a conversation.

4) Encouraged members to have ongoing discussions with the community manager.

Hello {First Name},

My name is Shuning (pronounced as shoo-ning). I am the Community Manager of the Veracode Community, a user Community where developers and security practitioners learn how to use Veracode and support each other to develop secure software.

Your Community access is now enabled through the Veracode Platform. As a **customer** Community member, you get:

- **Access to our top experts** - people who have been through what you've been through and would love to help.
- A comprehensive database of **documentation**.
- A breakdown of the **best and most popular Veracode integrations**.
- **Best practices** and **case studies**.
- Help to **fix flaws**.
- A place to **ask questions and get help.**
- Opportunities to **contribute to the product roadmap** by submitting "Ideas"

See you in the Community!

--Shuning

P.S. If you have self- registered for the Veracode Community before, you will still have access to that Community account, which is **separate** from your **Veracode Platform** account. If you'd like to merge both accounts, let me know (shsu@veracode.com)!

FOUND THE RIGHT POSITIONING

1) Previous messaging focused on being a part of a group of peers like themselves

2) Our research showed members first wanted quick responses to long-tail questions (but might explore joining peer groups later).

3) We focused the unique messaging on getting answers to questions no-one else can help with (and finding the latest tips you can share with others).

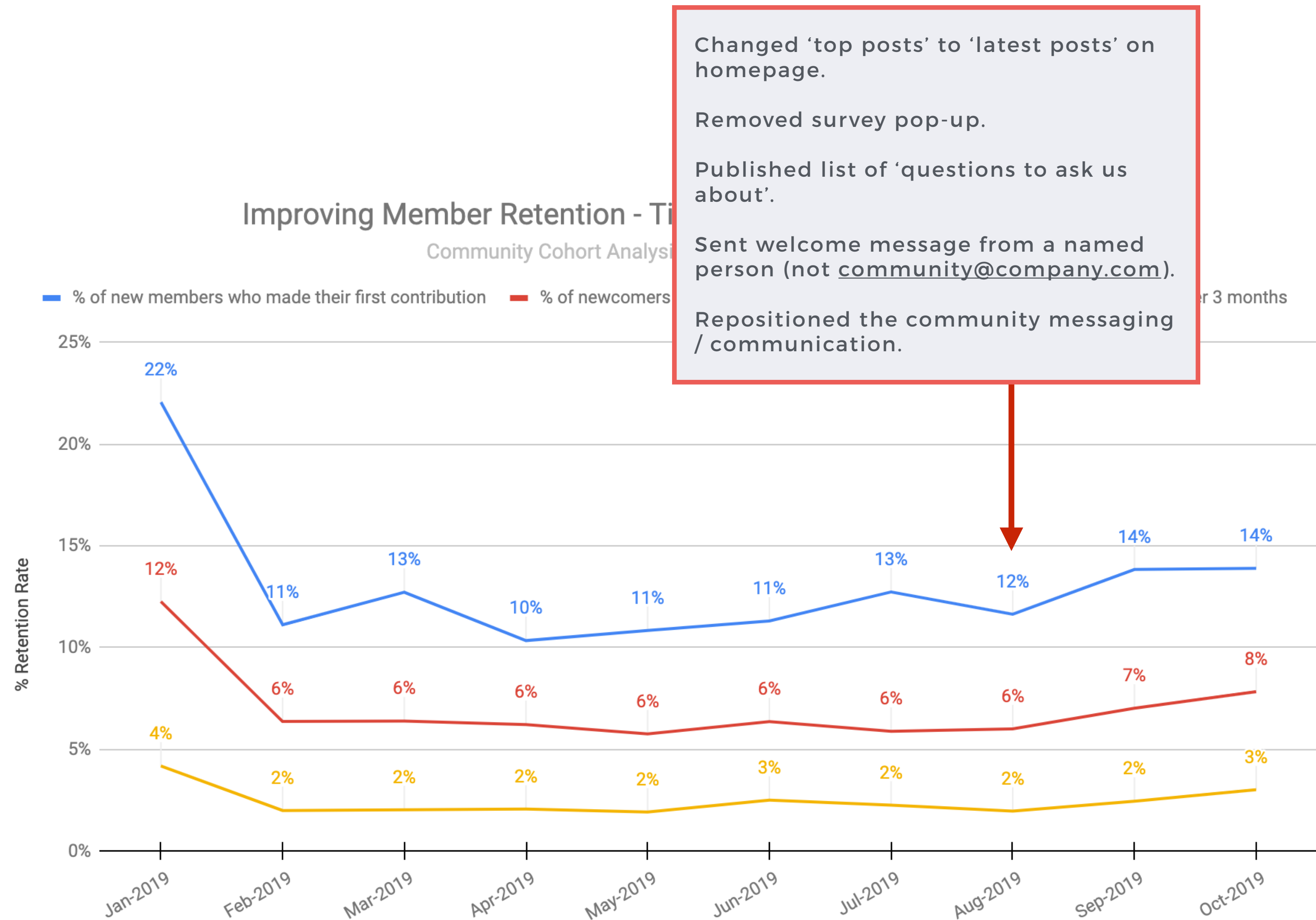4) This was reflected in the banner, CTA, and everyone else a member could get help.

Convenience

Knowledge base / documentation

Help center
Virtual agent

Hard/uncommon questions

Common/easy questions

Community

Customer Support

Personalised
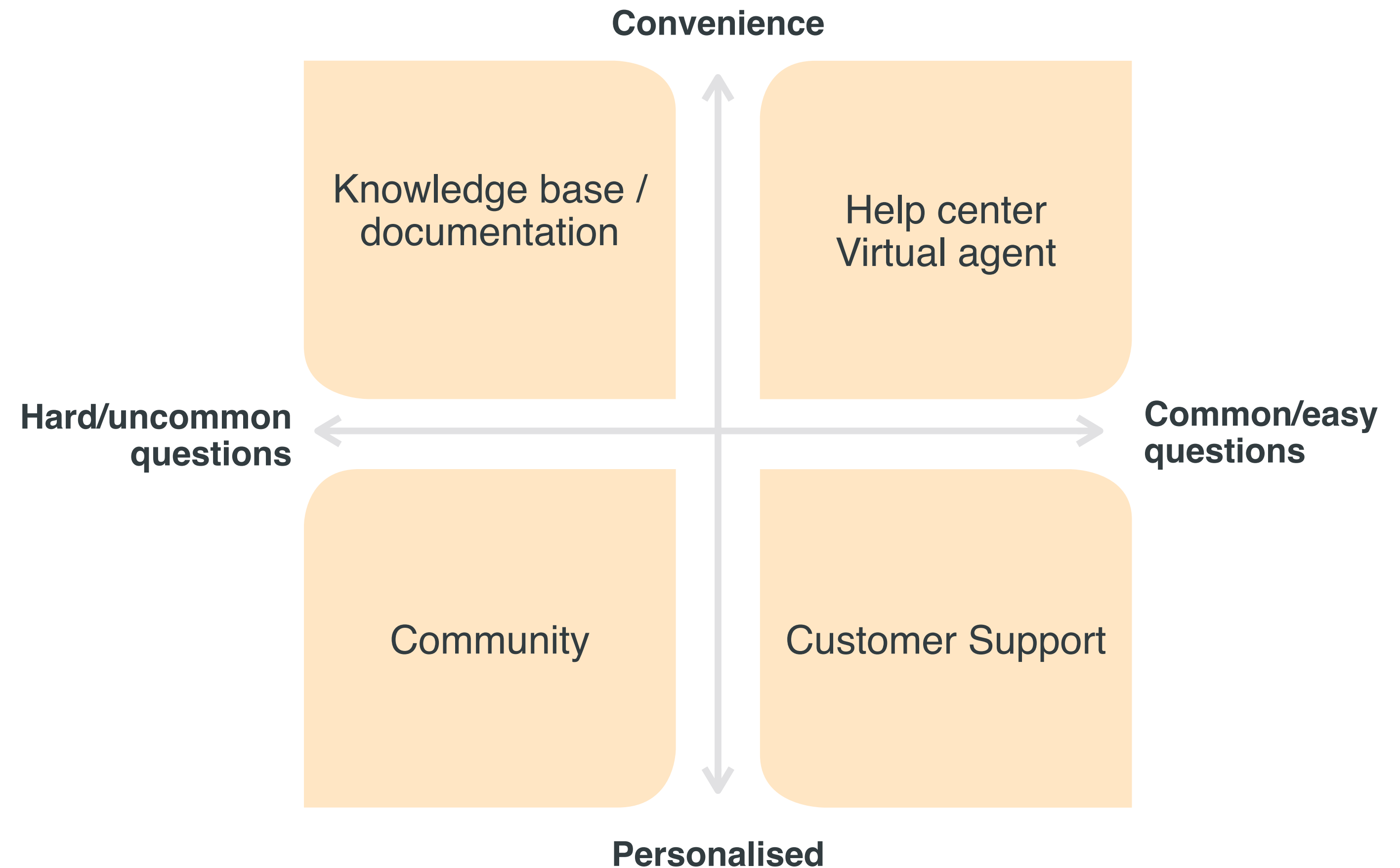
NOTICEABLE IMPROVEMENT

The number of members who made their first contribution increased by 17% and the number of members still visiting after 3 months almost doubled during this period.

Although the percentage differences themselves are quite small, this has a noticeable impact upon the level of participation in the community.

Changed 'top posts' to 'latest posts' on homepage.

Removed survey pop-up.

Published list of 'questions to ask us about'.

Sent welcome message from a named person (not community@company.com).

Repositioned the community messaging / communication.

Improving Member Retention - Ti...
Community Cohort Analysi...

- % of new members who made their first contribution
- % of newcomers ... er 3 months

% Retention Rate

Month	Blue	Red	Yellow
Jan-2019	22%	12%	4%
Feb-2019	11%	6%	2%
Mar-2019	13%	6%	2%
Apr-2019	10%	6%	2%
May-2019	11%	6%	2%
Jun-2019	11%	6%	3%
Jul-2019	13%	6%	2%
Aug-2019	12%	6%	2%
Sep-2019	14%	7%	2%
Oct-2019	14%	8%	3%

STEP THREE
PERSONALISING THE COMMUNITY EXPERIENCE
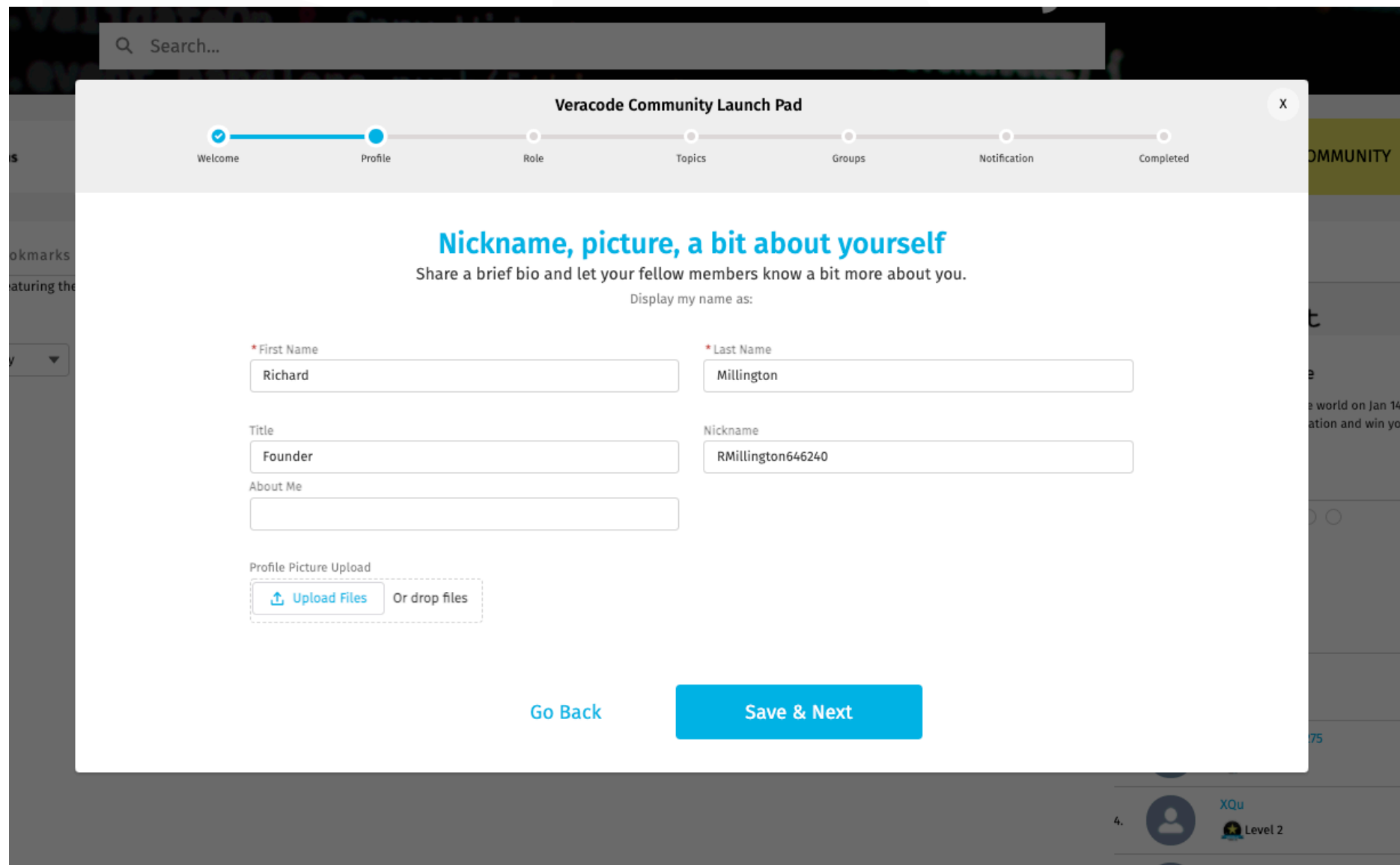
MEMBERS TO FOLLOW LIST

1) Members often had blank feeds upon joining the community (or feeds of very limited activity).

2) Created a list of members and topics for newcomers to follow in the community.

3) Not a huge win, but seems to have improved the member experience for newcomers.
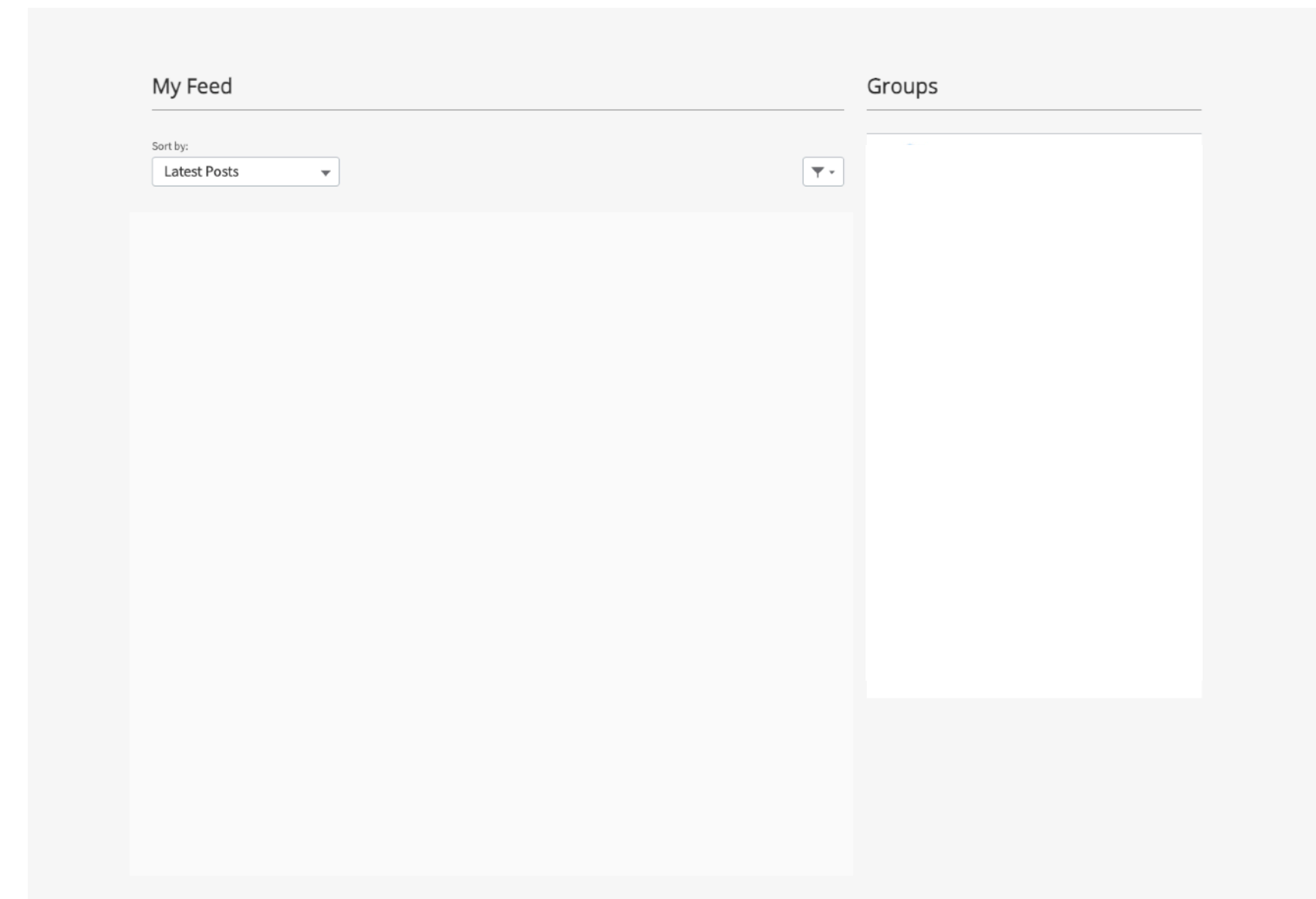
CUSTOM ONBOARDING JOURNEYS

HTTPS://WWW.7SUMMITSINC.COM/RESOURCES/ONBOARDING/

PERSONALISED RESPONSES TO EVERY POSTER

1) Members seemed to respond to direct messages from the community manager (and other members).

2) Developed a system for ensuring moderators and community managers can engage in every member in a unique way.

3) Probably highest impact thing to drive early participation.

4) Only did this well 40% of the time.

REVIEW → **EVALUATE** → **DM MESSAGE**

30 days after first post

Was first post a qs?
- Y → Was a solution found?
  - Y → Ask if they can share how well the problem worked?
  - N → Ask if they have solved it yet and what other information they can share?
- N →

Was first post a reply?
- Y → Does the member share information on their profiles?
  - Y → Reference first response. Reference personal details. Ask if they want to be more involved in topic (if relevant?)
  - N → Reference first response. Highlight some opportunities to be more involved.
- N →

Introduction post?
- Y → Does the introduction identify any unique interests or desires from the community?
  - Y → Invite them to connect with others with same interest (direct or via peer groups)
  - N → Reference the intro, ask who they might want to connect with
- N → Is there any specific, unique, information in the member's initial post?
  - Y → Reference uniqueness of first contribution and ask how they might want to be involved?
  - N → Ask who they might want to connect with in the community?

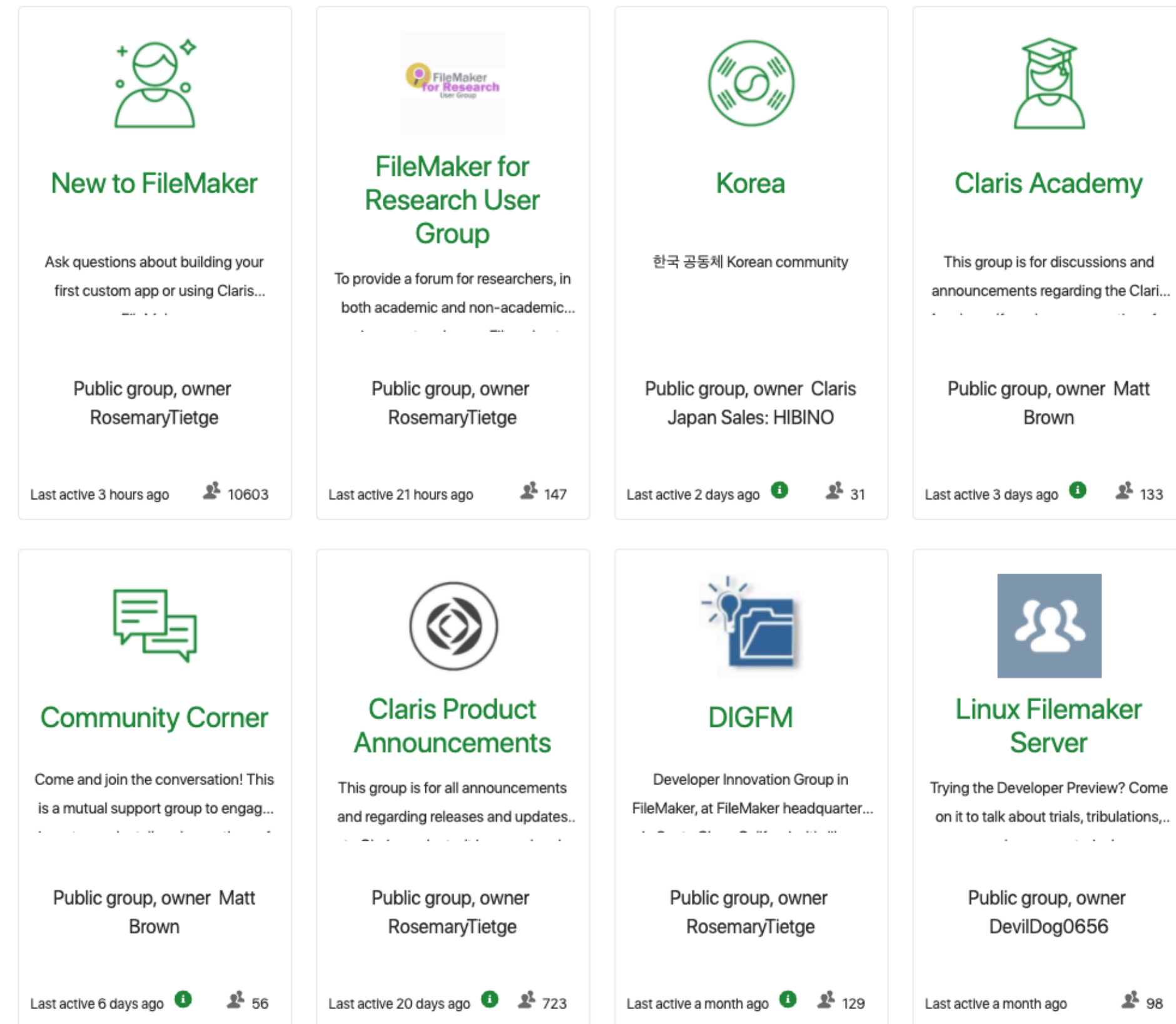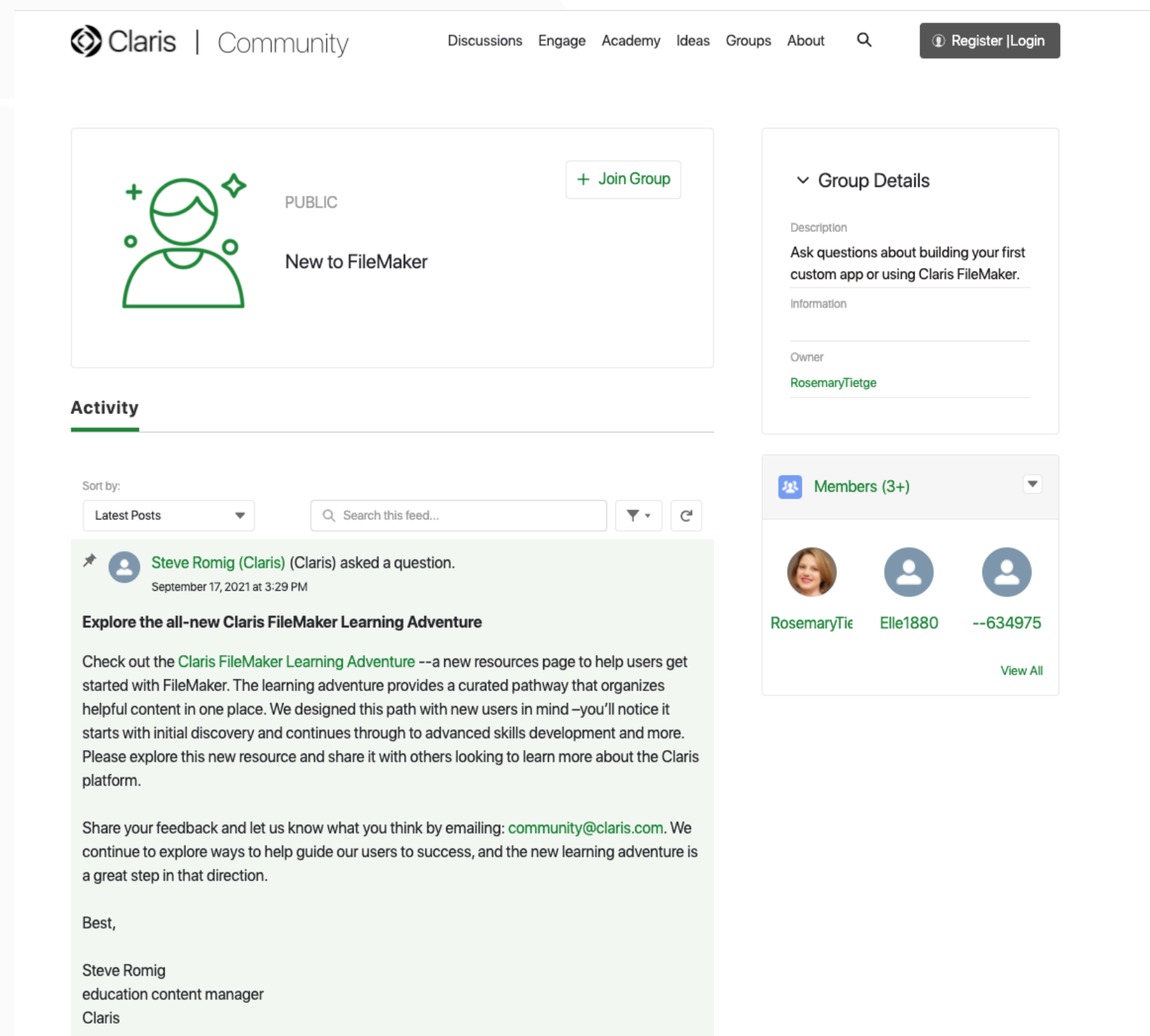# NEWCOMER MEETING

1) Newcomers frequently wanted help from brand reps when using the product. But this doesn't scale.

2) Hosted a weekly meeting for community/product newcomers to ask questions and get support.

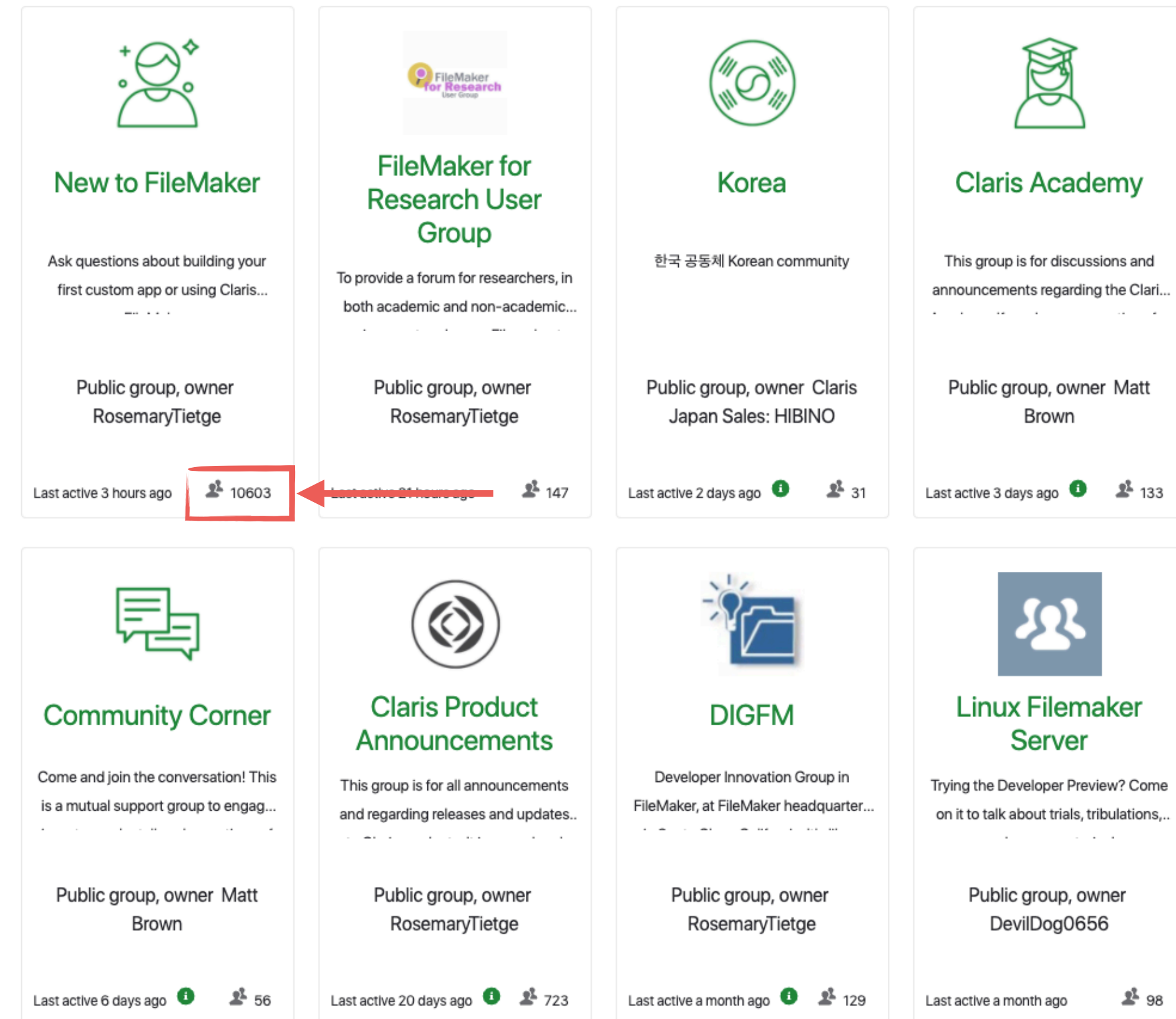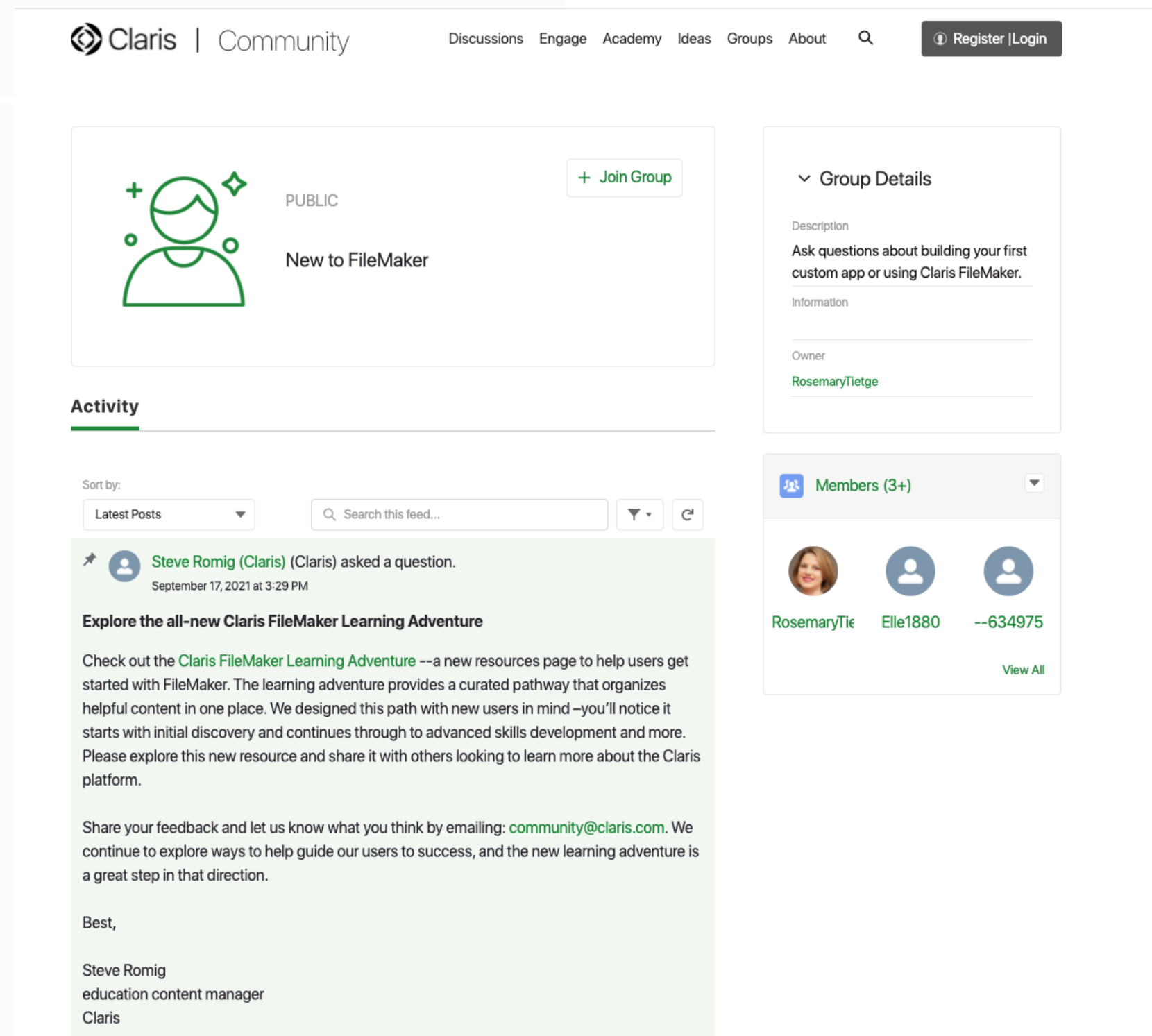3) High effort for mixed rewards. Outsourced to superusers and later abandoned.

CREATED A NEWCOMER GROUP

1) Members were nervous about asking questions in the community.
2) Created a newcomer group solely for product newcomers (rather than community newcomers).
3) Slow start, but soon had a steady cadence of questions. Probably led to a few percentage points increase in members who participate.

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FINDING EVERYONE A ROLE

1) Upgraded the messages from the community manager to focus on the ABCD approach.

2) Finding a role (or asset) everyone in the community can contribute.

3) High effort requiring lots of training and support.

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"Hi [name],

I really loved your post about [topic] last week.

Did you find [clarification question]?

I think our members might really benefit from learning more from your experiences if you might be interested?

I'm thinking it might be great to have you [run a group/write a regular blog/host an event/reply to discussions] on a regular basis?
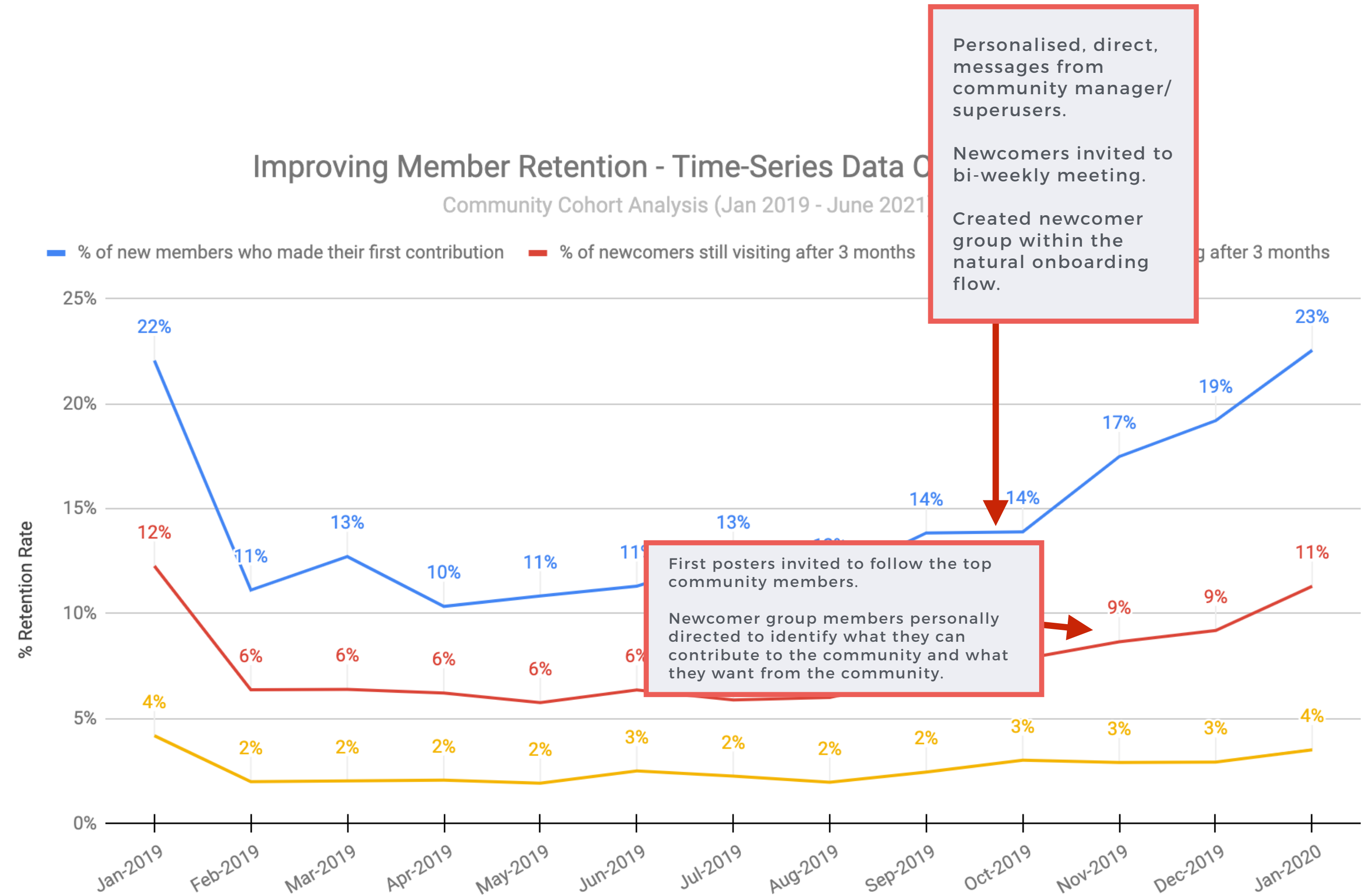
Let me know if you're interested."

RAPID PROGRESS

This is where the numbers begin to really increase at a noticeable level. By end of the year we had doubled most of the retention rate metrics from the first year.

The personalised messages, finding members a role, and newcomer groups appear to have had the biggest impact (although the latter took some time go get going).

Improving Member Retention - Time-Series Data O...

Community Cohort Analysis (Jan 2019 - June 2021...

- % of new members who made their first contribution
- % of newcomers still visiting after 3 months
- ...g after 3 months

Personalised, direct, messages from community manager/ superusers.

Newcomers invited to bi-weekly meeting.

Created newcomer group within the natural onboarding flow.

First posters invited to follow the top community members.

Newcomer group members personally directed to identify what they can contribute to the community and what they want from the community.

% Retention Rate

Blue line (% of new members who made their first contribution): 22%, 11%, 13%, 10%, 11%, 11%, 13%, 14%, 14%, 17%, 19%, 23%

Red line (% of newcomers still visiting after 3 months): 12%, 6%, 6%, 6%, 6%, 6%, 9%, 9%, 11%

Yellow line: 4%, 2%, 2%, 2%, 2%, 3%, 2%, 2%, 2%, 3%, 3%, 3%, 4%

X-axis: Jan-2019, Feb-2019, Mar-2019, Apr-2019, May-2019, Jun-2019, Jul-2019, Aug-2019, Sep-2019, Oct-2019, Nov-2019, Dec-2019, Jan-2020

Y-axis: 0%, 5%, 10%, 15%, 20%, 25%

STEP FOUR
**MAKE IT EASY**
FOR SUPERUSERS

STANDARDISED TEMPLATES

1) Created a flow-chart for superusers to follow to respond to and engage other community members. This outlined how superusers can respond to any message.

2) Developed a set of templates for responding to different types of questions (linked to within the flow-chart).

3) Shared **lots** of examples of good and bad responses.

CURATED THE BEST RESOURCES

1) Newcomers were asking the same repetitive questions.

2) Put together a curated list of top resources and discussions within the community which "every newcomer should read".

3) Probably a big win (but not tracked individually).

Featured Content
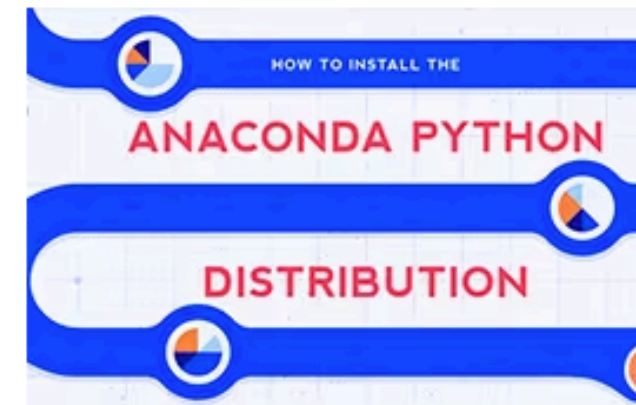
TUTORIAL
How To Install the Anaconda Python Distribution on Ubuntu 20.04

Anaconda is an open-source package manager, environment manager, and distribution of the Python and R programming languages.
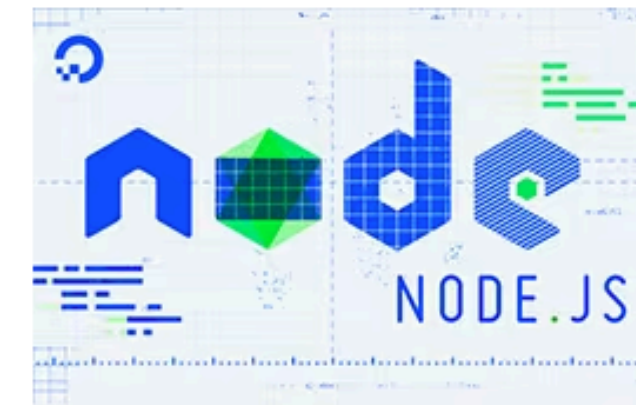
TUTORIAL SERIES
How To Code in Node.js

Node.js is a popular open-source runtime environment that can execute JavaScript outside of the browser.

CURRICULUM
Introduction to the Cloud

This curriculum is designed to introduce open-source cloud computing to a general audience, along with the skills necessary to securely deploy appl...

BOOK
Sysadmin eBook: Making Servers Work

This book highlights practical sysadmin skills, common architectures that you'll encounter, and best practices that apply to automating and running...

TUTORIAL SERIES
Getting Started With WordPress

In this series, learn more about WordPress and how to install, configure, and optimize WordPress sites.

TUTORIAL SERIES
How To Manage a Redis Database

The tutorials in this series focus on connecting to a Redis database, managing a variety of data types, and troubleshooting and debugging problems.

TUTORIAL SERIES
How To Code in Go

Go (or GoLang) is a modern programming language originally developed by Google that uses high-level syntax similar to scripting languages.

TUTORIAL
How To Install Linux, Apache, MySQL, PHP (LAMP) Stack on Ubuntu 20.04

A "LAMP" stack is a group of open-source software that is typically installed together to enable a server to host dynamic websites and web apps...
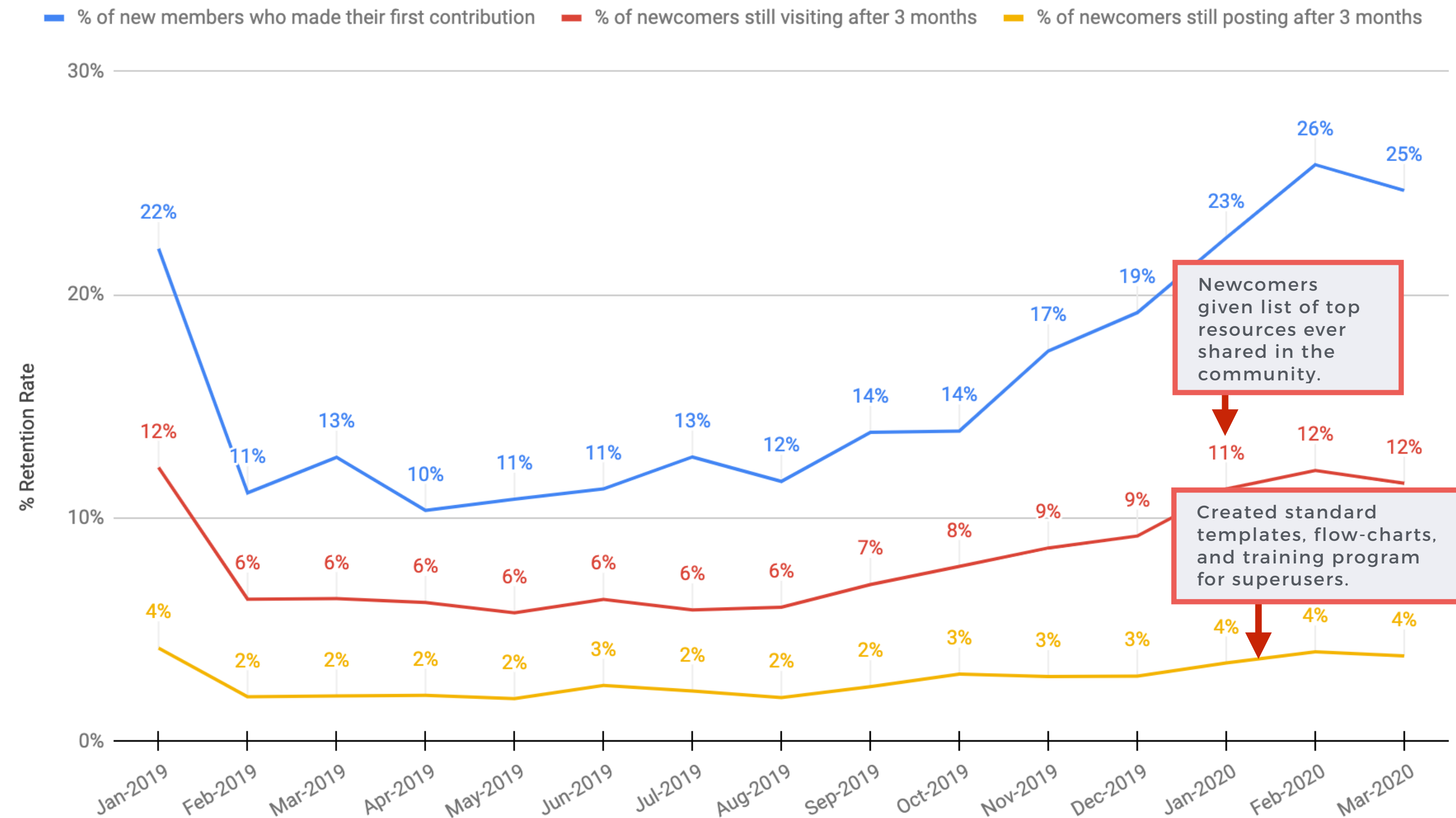
HIGH-IMPACT ACTIVITIES

Both of these interventions seem to have had an immediate (and sustained) impact upon the number of newcomers who continue to visit and post within the community during this time-frame.

While there wasn't any specific intervention targeted at getting newcomers to make their first contribution, this metric continued to rise during this period. We do not have an obvious explanation for this.

Improving Member Retention - Time-Series Data Over Two Years
Community Cohort Analysis (Jan 2019 - June 2021)

— % of new members who made their first contribution   — % of newcomers still visiting after 3 months   — % of newcomers still posting after 3 months

% Retention Rate

Newcomers given list of top resources ever shared in the community.

Created standard templates, flow-charts, and training program for superusers.

% of new members who made their first contribution: 22%, 11%, 13%, 10%, 11%, 11%, 13%, 12%, 14%, 14%, 17%, 19%, 23%, 26%, 25%

% of newcomers still visiting after 3 months: 12%, 6%, 6%, 6%, 6%, 6%, 6%, 6%, 7%, 8%, 9%, 9%, 11%, 12%, 12%

% of newcomers still posting after 3 months: 4%, 2%, 2%, 2%, 2%, 3%, 2%, 2%, 2%, 3%, 3%, 3%, 4%, 4%, 4%

Jan-2019, Feb-2019, Mar-2019, Apr-2019, May-2019, Jun-2019, Jul-2019, Aug-2019, Sep-2019, Oct-2019, Nov-2019, Dec-2019, Jan-2020, Feb-2020, Mar-2020
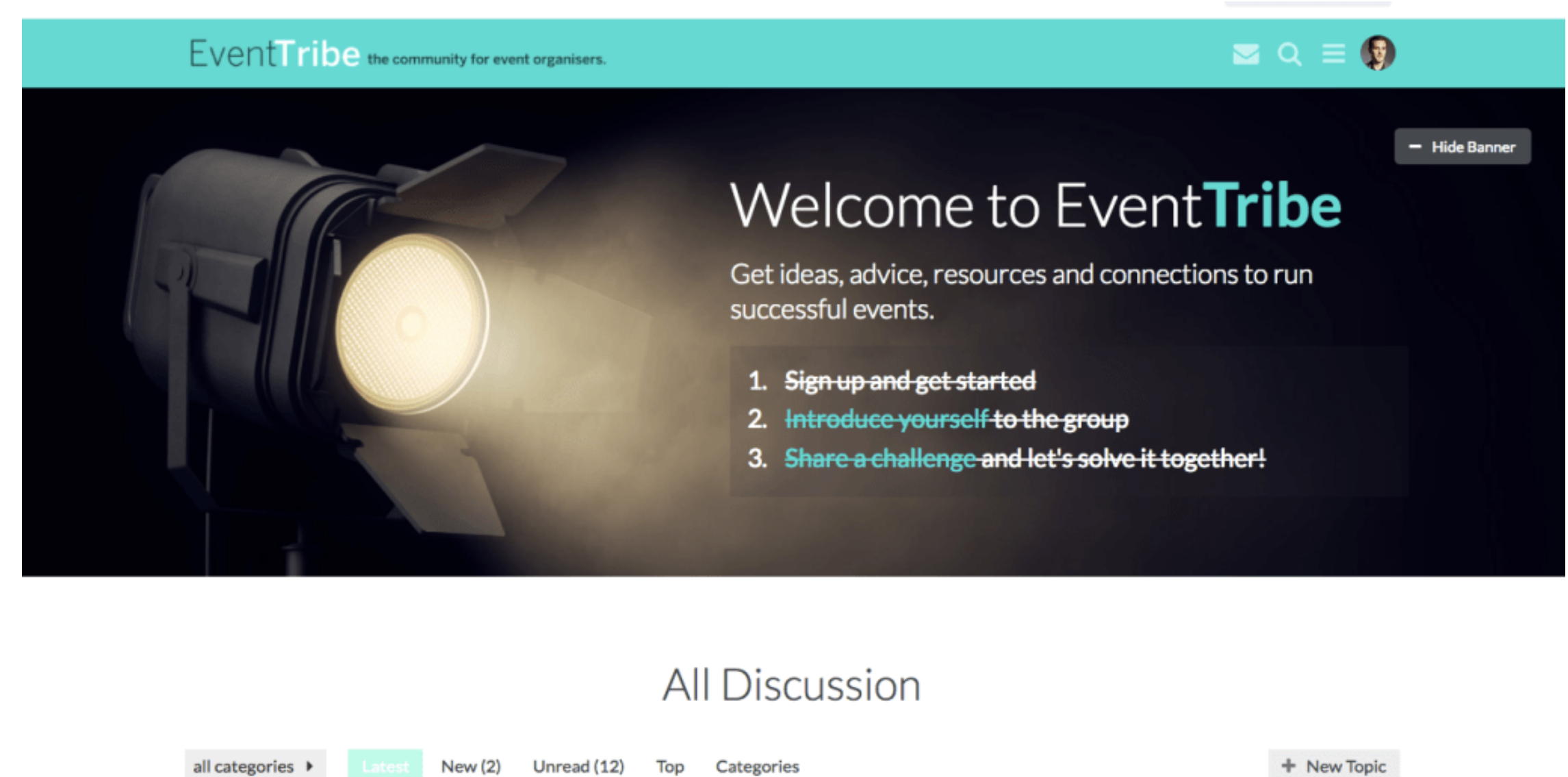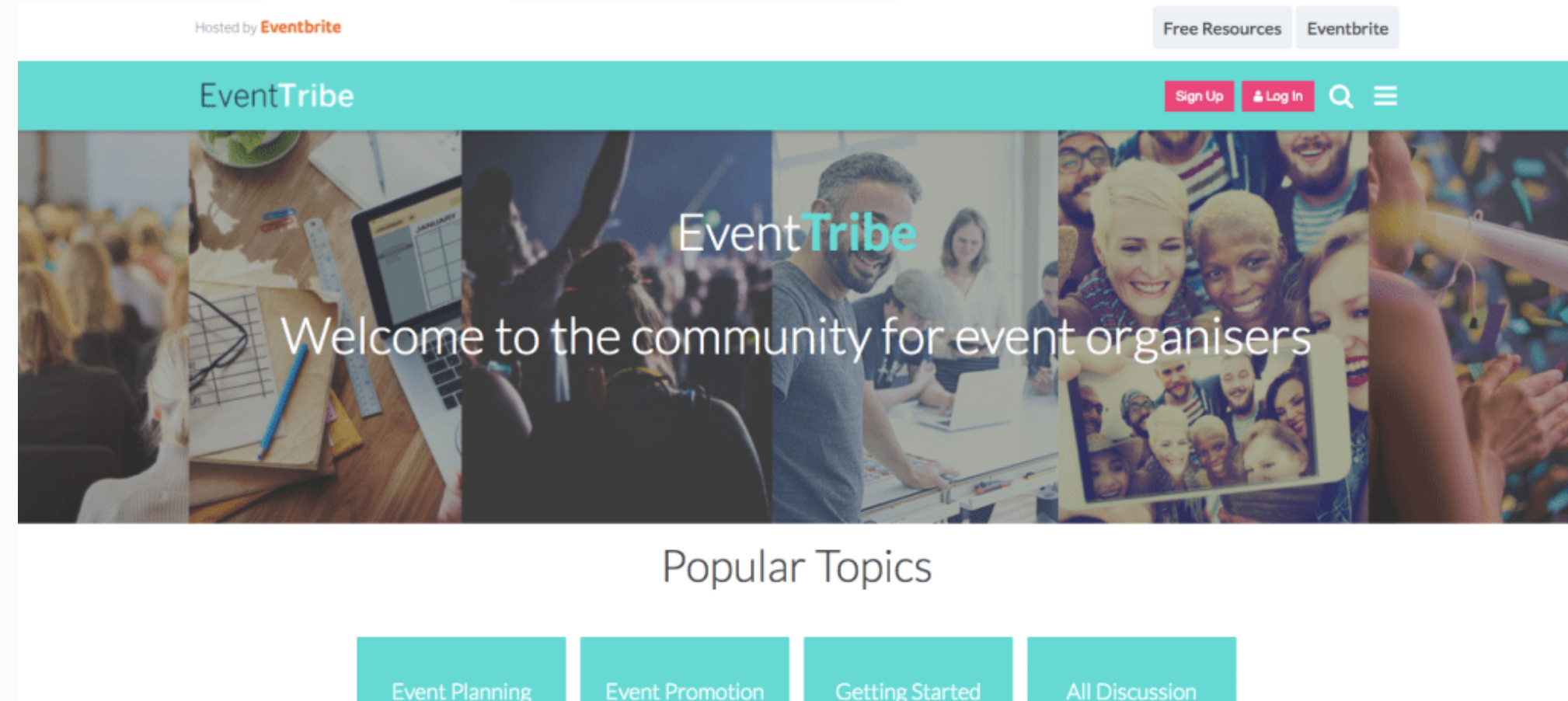
STEP FIVE
BANNER RELAUNCH AND FOLLOW-UPS

REDESIGNED THE BANNER

1) The previous banner lacked specific calls to action and a clear differentiator of the community's purpose.

2) We revamped to three actions visitors could take right now with links.

3) Positioned as 'solve problems', 'top tips' and 'find a group'.

CODECADEMY BANNER

FOLLOW-UPS TO CHECK PROGRESS

1) Used an automation tool to create a list of members for superusers to reach out to.

2) 65% of FTPs (first-time posters) received a follow-up message after 3 months.

3) Invitation to join veteran groups if still engaged.

AUTOMATICALLY ASSIGNING MEMBERS TO ROLES

1) Tried to automated assigning members to roles based upon their past activities.

2) Members received an email alerting them what role they had been assigned to.

3) Choice about whether to accept it or not. Most roles related to specific topics/groups. 10% to 20% acceptance rate.

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Improving Member Retention - Time-Series Data Over Two Years
Community Cohort Analysis (Jan 2019 - June 2021)

Legend:
- % of new members who made their first contribution
- % of newcomers still visiting after 3 months
- % of newcomers still posting after 3 months

Annotations:
- Relaunched the banner (hero image) with check-list process.
- Follow-up progress check on newcomers and offer to join private veterans group
- Still active members assigned to a unique role (with personal message from member)

SUMMARY
WHAT WORKED / DIDN'T WORK?

Improving Member Retention - Time-Series Data Over Two Years

Community Cohort Analysis (Jan 2019 - June 2021)

Legend:
- % of new members who made their first contribution
- % of newcomers still visiting after 3 months
- % of newcomers still posting after 3 months

% of new members who made their first contribution (blue):
22.1%, 11.1%, 12.7%, 10.3%, 10.8%, 11.3%, 12.7%, 11.6%, 13.8%, 13.9%, 17.5%, 19.2%, 22.5%, 25.8%, 24.7%, 26.4%, 27.3%, 30.3%, 33.5%, 31.8%, 34.6%

% of newcomers still visiting after 3 months (red):
12.3%, 6.4%, 6.4%, 6.2%, 5.8%, 6.4%, 5.9%, 6.0%, 7.0%, 7.8%, 8.7%, 9.2%, 11.3%, 12.1%, 11.6%, 11.9%, 11.5%, 14.7%, 14.2%, 13.2%, 15.7%

% of newcomers still posting after 3 months (yellow):
4.2%, 2.0%, 2.0%, 2.1%, 1.9%, 2.5%, 2.3%, 2.0%, 2.5%, 3.0%, 2.9%, 2.9%, 3.5%, 4.0%, 3.8%, 3.9%, 4.1%, 4.8%, 4.7%, 4.3%, 5.1%

X-axis: Jan-2019, Feb-2019, Mar-2019, Apr-2019, May-2019, Jun-2019, Jul-2019, Aug-2019, Sep-2019, Oct-2019, Nov-2019, Dec-2019, Jan-2020, Feb-2020, Mar-2020, Apr-2020, May-2020, Jun-2020, Jul-2020, Aug-2020, Sep-2020

Y-axis: % Retention Rate (0.0% - 40.0%)

Impact of Personalised Messages Upon Member Retention Rates

Community Cohort Analysis (Jan 2019 - June 2021)

— % of new members who made their first contribution   — % of newcomers still visiting after 3 months   — % of newcomers still posting after 3 months

← FEVERBEE CONSULTANCY (JUNE 2019 - AUG 2020) →

Changed 'top posts' to 'latest posts' on homepage.

Removed survey pop-up.

Published list of 'questions to ask us about'.

Sent welcome message from a named person (not community@company.com).

Repositioned the community messaging / communication.

Personalised, direct, messages from community manager/ superusers.

Newcomers invited to bi-weekly meeting.

Created newcomer group within the natural onboarding flow.

Created standard templates, flow-charts, and training program for superusers to welcome newcomers.

Relaunched the banner (hero image) with check-list process.

Removed automated message series

First posters invited to follow the top community members.

Newcomer group members personally directed to identify what they can contribute to the community and what they want from the community.

Follow-up progress check on newcomers and offer to join private veterans group

SWAG for newcomer cohort graduates

Newcomers given list of top resources ever shared in the community.

Still active members assigned to a unique role (with personal message from member)

% Retention Rate

40%

30%

20%

10%

0%

Jan-2019 Feb-2019 Mar-2019 Apr-2019 May-2019 Jun-2019 Jul-2019 Aug-2019 Sep-2019 Oct-2019 Nov-2019 Dec-2019 Jan-2020 Feb-2020 Mar-2020 Apr-2020 May-2020 Jun-2020 Jul-2020 Aug-2020 Sep-2020 Oct-2020 Nov-2020 Dec-2020 Jan-2021 Feb-2021 Mar-2021 Apr-2021 May-2021 Jun-2021

KEY LESSONS

1) Do the research (prioritise what to focus on).

2) Most members can't be more engaged than they already are.

3) Improving by a few percentage points has a BIG impact upon long-term engagement.

4) Personalised messages seem to have the biggest impact.

5) Useful, unique, contributions are huge.

6) Suggested questions helped.

7) Making members feel they can make a unique contribution had a big impact.

BUILD YOUR COMMUNITY (Pearson, 2021)

BY RICHARD MILLINGTON

AVAILABLE ON AMAZON

Richard Millington

build your community

Turn your connections into a
powerful online community

Richard Millington
Community Consultant

Richard Millington is the founder of FeverBee, a community consultancy whose 310+ clients have included Apple, Facebook, Google, SAP, HP, The World Bank, Novartis, Sephora, and many more.
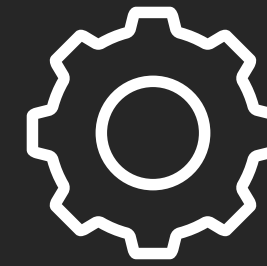
310+
Communities developed

Richard has helped many of the world's largest organisations develop successful online communities.
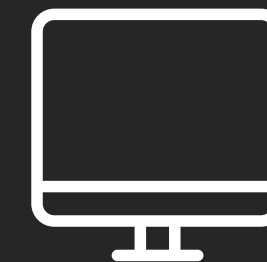
3
Published books

Author of Buzzing Communities (2012), The Indispensable Community (2018) , and Build Your Community (2021)

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NEED HELP?
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