




Scope

CONSULTANCY CASE STUDY



Scope, a household charity name in the UK, needed help to audit their existing community, identify sustainable opportunities for rapid growth and gain executive buy-in.



How do we significantly scale active membership whilst ensuring we nurture high value engagement?

With a 6,000 strong member community, and significant brand recognition in the UK, Scope rightly considered themselves one of the best pan-disability support resources for disabled people, parents with disabled children and entire families in need of guidance.

Scope understood that positioning online community at the heart of their organisation was vital to the engagement and empowerment of disabled people and their families, and to align everyone internally around a common goal.

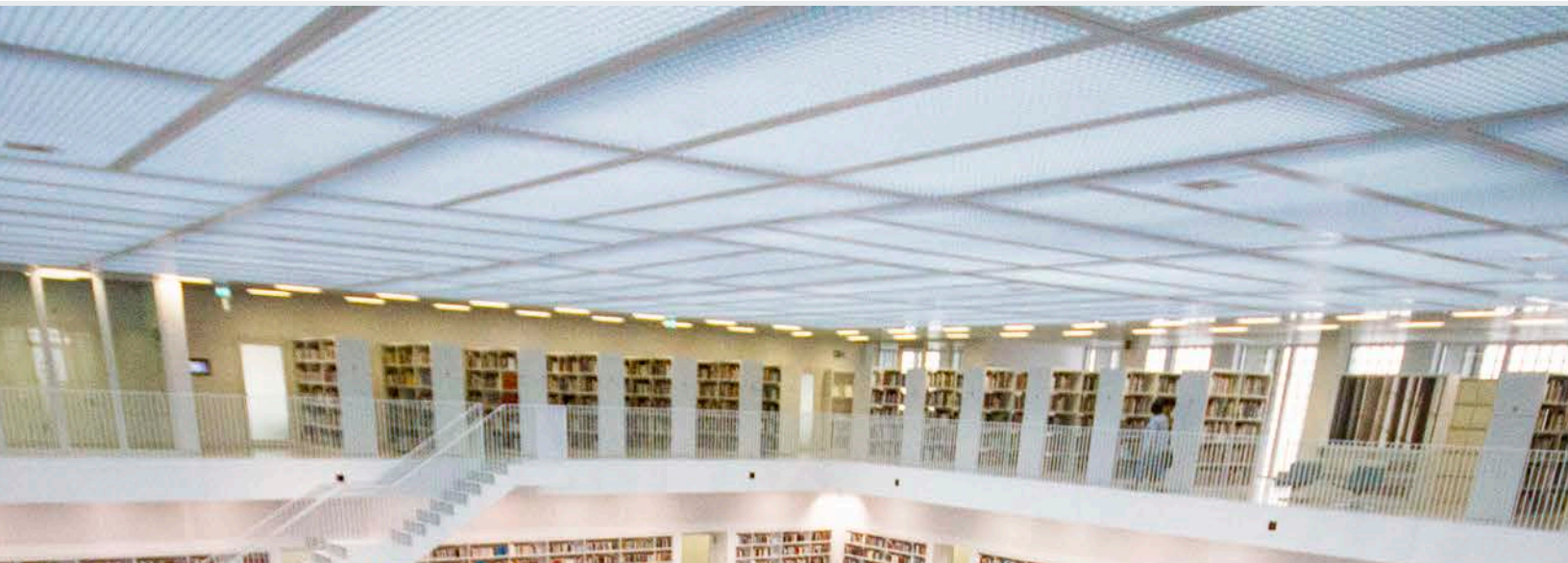
The board understandably wished to see membership increase significantly to reach more disabled people, their families and to have a greater impact on their lives.

Head of Digital, Stephanie Coulshed, was tasked with evaluating where they stood, and putting together a comprehensive strategic plan to present to the board to show how they would reach ambitious new membership targets and substantially improve the user experience.

This led to a big problem; if membership was the main target, would that increase the levels of peer-to-peer engagement, quality of experience and truly create that vital support network for tens of thousands more people in the UK?

Would it also improve staff skills and align the organisation around a common goal?

Scope contacted FeverBee for support and guidance.



“We want our community to become the go-to place for families of disabled children and disabled people themselves – and we are extremely ambitious about the impact and reach that the community can achieve.

FeverBee’s social science-based community lifecycle model helped us articulate the challenge of growing the community in a sustainable way, recognising that active members are key to its health and growth.”

STEPHANIE COULSHED, SCOPE





We began by reviewing a selection of materials and internal insight that Scope had begun to pull together around the perceived objectives and challenges. It was also imperative that we spent time fully deconstructing the community platform and analytics setup to ensure we understood the user journey once they arrived at the site. Lastly, we interviewed a selection of key internal stakeholders at Scope, and a number of community members representing different experience and trust levels to ascertain their experiences and capture feedback.

From this phase of deep analysis we identified the following challenges.

1 DEFINING KPIs

Although Scope had identified membership total as one of the main KPIs which would show success of the strategy, a deeper understanding was needed of what this meant for peer-to-peer engagement and why other KPIs might be equally important in measuring the creation of a valuable, sustainable community.

2 IMPROVEMENT IN TRAINING

Scope had a number of highly talented and passionate staff involved with the project who would greatly benefit from ongoing formal community management and strategic training within the organisation. This would be instrumental in improving targeted content and moving Scope to the next level of growth.

3 FRAGMENTED USER JOURNEY

The recent platform migration to Vanilla Forums was considered by most as a marked improvement from the custom build previously used. General feedback pointed to a sometimes confusing experience with the platform, leading to low numbers of active members vs. the membership total.

4 SENIOR STAKEHOLDER SUPPORT

Stephanie and her team were tasked with producing an internal proposal to win the hearts and minds of the Senior Stakeholder team, based on their own understanding and FeverBee's recommendations. FeverBee would need to become a vital collaboration partner to ensure the internal report delivered clear insight backed with methodical reasoning and analysis in a format that reflected the communication culture of the organisation.



5 QUICK WINS AND LONG-TERM GOALS

There were many opportunities which could be pursued. We needed to prioritise these and identify both the quick wins which could be achieved within the short-term and the big wins which could be targeted over the long-term.

The challenge of producing not just a FeverBee audit, but working with Scope to integrate our findings into an internal proposal to go to the board was a tall order in a tight time scale.

It was imperative from the start we were clear in what we were going to do.. We needed to deliver to agreed milestones and build strong relationships with Stephanie and her team to inspire confidence, trust and satisfaction.



“An audit, an internal proposal, a tight deadline - it was all very possible but we knew we had to work in a highly efficient way to deliver for Scope”
DARREN GOUGH, FEVERBEE



We needed to incorporate adaptation time for an internal proposal with a tight deadline. This meant it would be essential to utilise our full team in a highly structured and methodical approach. We considered the following key components to the work:

1 MAXIMISING INTERVIEWS

We knew that capturing the honest and frank feedback from both the Scope team, and the external community members would play a vital role in developing our recommendations and building logical and compelling business reasons to present to the senior team.

Our methodology enabled us to draw key themes and opportunities that helped us understand the building blocks we would be working from to build a strategy that put content and peer-to-peer support front and centre.

2 PLATFORM DECONSTRUCTION

Utilising our full team, we were able to perform a deep dive of Scope's new platform to understand specifically how the technology was shaping the experience.

We considered the full journey for the user arriving from search, inbound links or being directed from Scope's homepage. We then looked at how signup, signposting, navigation and content consumption contributed to the first impressions the user had.

This first touch points were vital to get people converted to engaged members.

FeverBee's audit process ensured that Scope were able to present a highly compelling strategy to senior stakeholders for achievable growth.



3

DATA & KPI RESTRUCTURE

We recommended Scope should consider both data-sets. This included both engagement and membership KPIs. We needed to ensure we were able to draw clear conclusions from both sets of metrics.

Our goal was to build out a full KPI deck that would support sustainable and valuable growth. This would be supported by clear and concise reasoning that would be easy to present to the entire Scope team. This in turn would form the foundation of the strategy.

4

STRONG RELATIONSHIPS

We put a huge focus on building good relationships with the Scope team and utilised Scope's preferred tools and feedback processes to ensure we became a trusted partner who gave them the right support at the right time.

We put honest and clear feedback at the top of our agenda. This along with a sensitive understanding of the desires of the senior team helped produce a growth strategy that could deliver on all fronts.

“As a result of working collaboratively with FeverBee we have a clear overall strategy to build a best in class peer-to-peer community. We have a comprehensive set of KPIs that balance activity, engagement and growth and these are continuously monitored to ensure that our community grows in a sustainable way.” - Stephanie Coulshed, Scope



As a result of our audit, and subsequent collaboration on producing Scope's internal proposal, we were extremely happy to learn that the proposal had been signed off, putting community at the heart of Scope's future offer.

The result felt like the perfect example of how external expertise and internal objectives could be brought together for the benefit of the organisation and, more importantly, to enable disabled people and their families to share their experiences and support one another.

Visit our welcome group to **say hello to our newest community members**.

Scope's online community

Share experiences, get disability advice and discuss the disability issues that matter to you.

Our online disability forum is a vibrant and supportive space for disabled people, parents and carers to get disability advice and information, and talk to people with similar experiences.



Tag someone who... why these social media posts are so wrong.

Announcement Sam_Scope 4 comments December 18 Community noticeboard



Online bullying: Q&A with Sam Renke

Announcement SamanthaRenke16 4 comments December 16 Guest Q&As



Guest post: Loneliness, Cerebral Palsy & Me

Announcement Francesca1994 4 comments December 16 Guest blogs



Win: A copy of children's book Roxy the Raccoon

Announcement Chris_Scope 2 comments December 16 Community noticeboard



Top five representative toys for Christmas

Announcement ToyLikeMe 1 comment December 13 Guest blogs



Sign in

Join us

Categories

Recent discussions

Activity

Unanswered

Help the community by answering these **unanswered posts**.

Tips

Find hundreds of **handy practical tips** contributed by disabled people and their families to make life easier.



By working collaboratively with FeverBee, we were able to leverage their hands-on experience of building vibrant communities together with a sound evidence-based lifecycle model to build a strong, credible strategy for growth.

FeverBee understood our objectives and were responsive and flexible in responding to our tight deadlines.

STEPHANIE COULSHED, SCOPE





For an audit of this type, needing to incorporate adaptation time for an internal proposal with a tight deadline, we knew that utilising our full team in a highly structured and methodical approach was essential. We considered the following key components to the work:

1 UNIFIED VISION

Scope have now been able to align senior stakeholders and departments around a clear set of activity, engagement and growth metrics that will together measure progress against Scope's ambitious business objectives.

As an external consultancy, we remain uniquely positioned to add expertise and social science-based reading reasoning to support Scope's objectives.

2 RECRUITING FOR THE TEAM

Due to a change in personnel, Scope have begun recruitment for a new point person to help deliver the community vision based on the new roadmap and direction.

The new appointment will become an integral part of the team and work from the approved strategy.



3

OPTIMIZED COMMUNITY PLATFORM

Scope's new platform has now been rigorously tested to build a development improvement plan for the next three to six months.

Scope intend to measure and test improvements to understand which changes show the most return on investment and continue to optimise the user journey.

4

DATA DASHBOARDS

An important tool to ensuring the continued success of the project is the use of custom dashboards which are able to extract the key insight data from the community and present it in a simple, summarised format.

This is imperative for a senior team often short on time but instrumental in supporting the roadmap and being kept in the loop of progress and development.



“Our work with Scope has been immensely rewarding, not least to know that we are contributing toward a truly worthwhile cause that helps the lives of disabled people and their families every single day.”



Darren Gough, Director of Community, FeverBee

“With the collaboration of Stephanie, Alex and the rest of the Scope team, Darren and I were able to suggest a more iterative program to help them achieve their vision of a community that provides resources and discussion for the pan-disability community. We were proud to be a part of their success.”



Todd Nilson, Director of Consultancy, FeverBee