

[TIVIAN]

**SCOPE:
DISRUPTING THE
INDUSTRY WITH
ACCESSIBLE
FEEDBACK
INSIGHT**

Scope: Disrupting the industry with accessible feedback insight

Situation

Disability equality charity Scope is at the forefront of both campaigning to create a fairer society and providing practical information and support to disabled people across England and Wales. It is committed to listening and using feedback to continually improve its existing services, as well as to introduce new ones to meet changing needs, focusing on co-production and co-design.

As part of its focus on insight Wayne Laws joined the charity as Customer and Market Insight Manager in 2017, after spending 20 years working within market research agencies. “I moved to the third sector as I wanted to make actual change happen. We want to challenge and question people, but often we were held back by needing to commission external research with disabled people – the very people who were probably already engaging with us and using our services.”

Consequently, Wayne reviewed Scope’s internal insight tools and processes and looked to create a panel that could review and test everything that Scope did – from new content on its website to new services and external consultancy with major brands.

However, he then came up against a further issue – accessibility. As Wayne explains, “I spoke to lots of agencies and technology providers about accessibility but very few were either compliant or flexible enough to support Scope’s needs. This means that, when it comes to collecting their feedback, disabled people are seen as a hard to reach demographic, purely due to a lack of accessible tools. So, despite the fact that they are crying out to give feedback their voices aren’t heard.”

Solution

Scope began talking to Tivian and quickly realised that it provided the ideal match for its needs, delivering a fully customisable, accessible feedback platform, backed by a flexible, supportive team.

“I needed a serious survey tool that could be customised to put the panellist-first in order to gather the insight we needed. Tivian fitted perfectly as few competitors offered the same level of accessibility – and it was very willing to work with us to help customise it to our requirements,” adds Wayne.

From the beginning, Scope’s new Tivian survey and panel platform was designed around the needs of the panellist. This flexibility meant that projects, such as a new service or new piece of digital content, could be tested in different ways (for example through online surveys, focus groups or the telephone), dependent on the particular requirements of each and every panellist. Participants not only have the chance to give back, but also to benefit from reimbursement through incentives, which are all managed through Tivian.

The panel has allowed Scope to engage with a much wider range of people when gathering insight, using this genuine feedback data to drive more informed decision making across the organisation.

As well as testing internal products, content and services, Scope is also growing its consultancy business, working with external organisations such as banks, supermarkets, publishers and TV companies to ensure that they are truly listening to the voices of disabled people. “For me external projects are not a revenue generator, they are more a game-changer. In fact, we push as much of the income to panellists as possible via increased incentives. I want to disrupt the industry to make it more accessible, more understanding and to ensure brands live what they are actually saying.”

“ We run a lot of services in a lot of locations, along with ad-hoc projects and external consultancy. The tools we now have with Tivian enable us to work in the ways we want to work and allow us to align with our values.

Wayne Laws, Customer and Market Insight Manager, Scope

200

Scope has completed over 200 surveys using Tivian in two years. At the same time it built a fully accessible comprehensive website that makes panel management seamless for both the charity and panellists.

Results

Due to the complex nature of its needs, Scope has taken a planned approach to rolling out its 800 person panel. It began by using Tivian's survey tool, completing over 200 surveys in its first two years. Concurrently it has built a comprehensive website that makes panel management seamless for both the charity and panellists. The platform is now benefiting the wider organisation in multiple ways:

Supporting the move to digital-first

The pandemic has accelerated the move to a digital-first world for all, meaning that Scope needs to both increase its focus on online, and engage with new audiences. The Tivian platform supports this through its accessibility, providing the ability to test new services and content effectively through the panel.

Increasing revenues and reducing costs and time

As Scope is now able to run panel research itself, rather than buying it in from external providers, it is generating considerable savings from the tool, much of which are passed onto panellists through higher incentives. Providing access to the panel on a consultancy basis to other organisations also generates a new source of commercial income to support the charity's aims. The time taken to run projects has halved thanks to the ability to automate the planning, creation and analysis of surveys, delivering further benefits and allowing the team to work on more projects.



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Providing the ability to test everything

With expanding needs, Scope can now properly test a wider range of services and content through its panel, all while remaining focused on their needs. With its website live, it will be able to expand panellist numbers and run even more projects, both internally and externally.

"We run a lot of services in a lot of locations, along with ad-hoc projects and external consultancy. The tools we now have with Tivian enable us to work in the ways we want to work and allow us to align with our values," says Wayne.


Creating a platform for the entire organisation


Thanks to the power of Tivian, Scope is widening the range and type of feedback it collects and acts on. This includes running its annual employee engagement survey through the platform, which represents a significant saving when compared to using an external provider and allows the charity to include its 5,000 volunteers for the very first time. This means it can gain deeper insight into their volunteers' motivation for working with Scope.

Insights are now being shared more widely, with data flowing into business intelligence reports and dashboards for internal stakeholders.

"We've grown to have one of the biggest panels in the third sector, but what's more important to me is that we can disrupt the industry – with an accessible platform everyone has a voice. Tivian has really supported us, both through the flexibility of the technology and through the open relationships we've built with the team," concludes Wayne.

Objectives:

-  Increase control and reduce costs through a single, in-house solution

-  Ensure the voice of panellists is truly heard to drive lasting change

Results:

-  Automation halves the time to create projects

-  Savings in market research costs

-  Accessible and flexible platform that puts the panellist-first

-  Launched new revenue-generating consultancy service. Ability to bring employee and market research in-house, increasing control and reducing costs

Area of use:

Market Research, Employee Engagement



LET'S TALK.

The intelligent experience management leader

Through advanced analytics and cutting-edge AI technology, Tivian helps great organisations capture and harness experience data to drive business listening, deeper insights, and better decision making. Tivian's intelligent experience management platform increases corporate effectiveness and enables a smarter business world, empowered by insight. Built on 20 years of experience in enterprise feedback management, Tivian provides over 400 customers in 35 countries with the ability to take action and achieve their objectives.

Reach out for more information here:

<https://www.tivian.com/uk/contact-us>