couch & associates

ASCE
AMERICAN SOCIETY OF CIVIL ENGINEERS

Case Study

How Couch & Associates enabled ASCE to improve their member journey, customer and user experience through effective strategy and automating workflow.

About ASCE

ASCE is a multinational, non-profit organization that provides benefits to its members in the civil engineering space. As the largest civil engineering network in the world, members enjoy access to a wealth of learning materials and the opportunity to connect with thousands of others in their profession.

Overview

ASCE requesting members to fill out surveys at various points of their journey resulted in useful data being collected and used in each years' annual report. This information, however, could be used to gain far more insight into members and be used to positively impact their 'member journey'. The strategy and system running it had become outdated and were both in need of an upgrade.

Couch & Associates was requested to assist in this two-part undertaking. The initial phase comprised of providing strategic advice on how to increase response rates and member retention. Phase two involved integrating the survey platform with Eloqua to automate large portions of manual work and ensure that surveys are delivered in a timely manner.

A two-part undertaking:

1. Provide ASCE with advice on how to increase response rates and member retention

2. Automate large portions of manual work and ensure that ASCE surveys are delivered in a timely manner

Key Considerations

1. Increase the survey response rate by adopting a new strategy.

2. Identify survey platforms with out of the box Eloqua integrations.

3. Build a custom integration between Survey Gizmo and Eloqua.

4. Notify users in real time of responses that require follow up.

5. Automate the process of sending surveys to members through Eloqua at specified stages of their journey.

Approach

Maximize survey impact

- Analyze survey reports to understand the benefits that are being gained from each question being asked. Use this information to adopt a new strategy and survey format.

- Reduce the number of questions from 14 to 3 and, by automating the process, reduce the time to send from 7 days to 1 for improved customer and user experience

- Establish from the responses why members join the program, what drove them to the joining process and what offerings they find valuable to understand what attracts members to ASCE.

Survey platform identification

- Investigate how Eloqua and Survey Gizmo can work together to achieve ASCE's goals for integrating and automating since no native integration or previous use cases exist.

- Evaluate other survey platforms with out of the box Eloqua integrations to find migrating platforms to be too cost prohibitive.

- Obtain access to ASCE's Survey Gizmo account to allow Couch & Associates to perform our own investigation into the possibility of integrating it with Eloqua, finding that all critical functions could be performed between the two systems at no additional cost.

Survey Gizmo and Eloqua integration

- Test rigorously in order to provide proof of concept to showcase that Survey Gizmo can be used to effectively meet the goals of this initiative.

- Build out a custom integration between the two platforms to allow them to automate survey sends from Eloqua and capture responses in Eloqua while notifying the appropriate parties.

Results

1. An impeccably established architecture, connecting every element of the system to a central location.

2. Reduced the number of hours dedicated by service team to this process from 8 hours to 0.

3. Increased response rates due to the improved survey format and time to send.

4. Improved following of email compliance regulations removing any element of risk associated.

5. Cost savings exceeding $80,000 by not having to sign on and migrate content to a different platform.

6. Better identification of factors that result in new members signing up and for continuing their membership.

7. Better retention of clients who have expressed dissatisfaction through real-time receipt of complaint and fast response turn-around.

couch & associates

For more detail on how to apply this process to your business visit http://couch.associates and speak to one of our consultants today.