

Case Study



Communities
New Product Development

1

Community

1

New Ad campaign

1,000

Over 1,000 students and
parents reached

Challenge

Competition among academic institutions is fierce, and the University of Northampton very much feels the pressure as it competes with nearby universities with more financial resources. Prior, the university's research program only consisted of focus groups with existing students.

The University of Northampton determined that to succeed, it needed to understand current students' satisfaction drivers, measure performance against these key drivers and detect changes in sentiment in real-time.

Further, they looked to gather feedback from prospective students as well as key influencers in the enrollment decision-making process, including parents, faculty, advisors and alumni.

Solution

The University of Northampton planned to strengthen its research program to include ongoing quantitative research, expand its respondent-base and deepen qualitative insight.

Recognizing that its audience is more mobile and more socially engaged than ever, the university opted to tap into the social channels, particularly Facebook, already being used as an inherent form of communication. The University of Northampton's Facebook page is designed to serve as a primary communication channel for students, faculty, alumni, fans and friends providing them with essential information.

The University of Northampton's market research department approached Toluna to create the branded, University of Northampton "Connect-UN" community using Toluna's Communities product. Toluna Communities integrated a branded community web portal within Facebook fan pages to provide a forum for onsite discussions amongst members, polls, and surveys all within a single, integrated platform.

In one instance it reached out to 300 parents and 700 pre university students to understand tuition views and concerns

Impact

University of Northampton was able to tap into their current student base, as well as alumni and key influencers to get feedback on performance and sentiment. They received varied feedback on a multitude of topics including ad campaign and messaging, events on campus, courses and offerings, and more.

The on-site discussions have helped shape follow-up surveys (uncovering new key drivers), resulting in a change to their advertising campaign. University of Northampton moved from profiling successful alumni to a focus on future employment possibilities.

