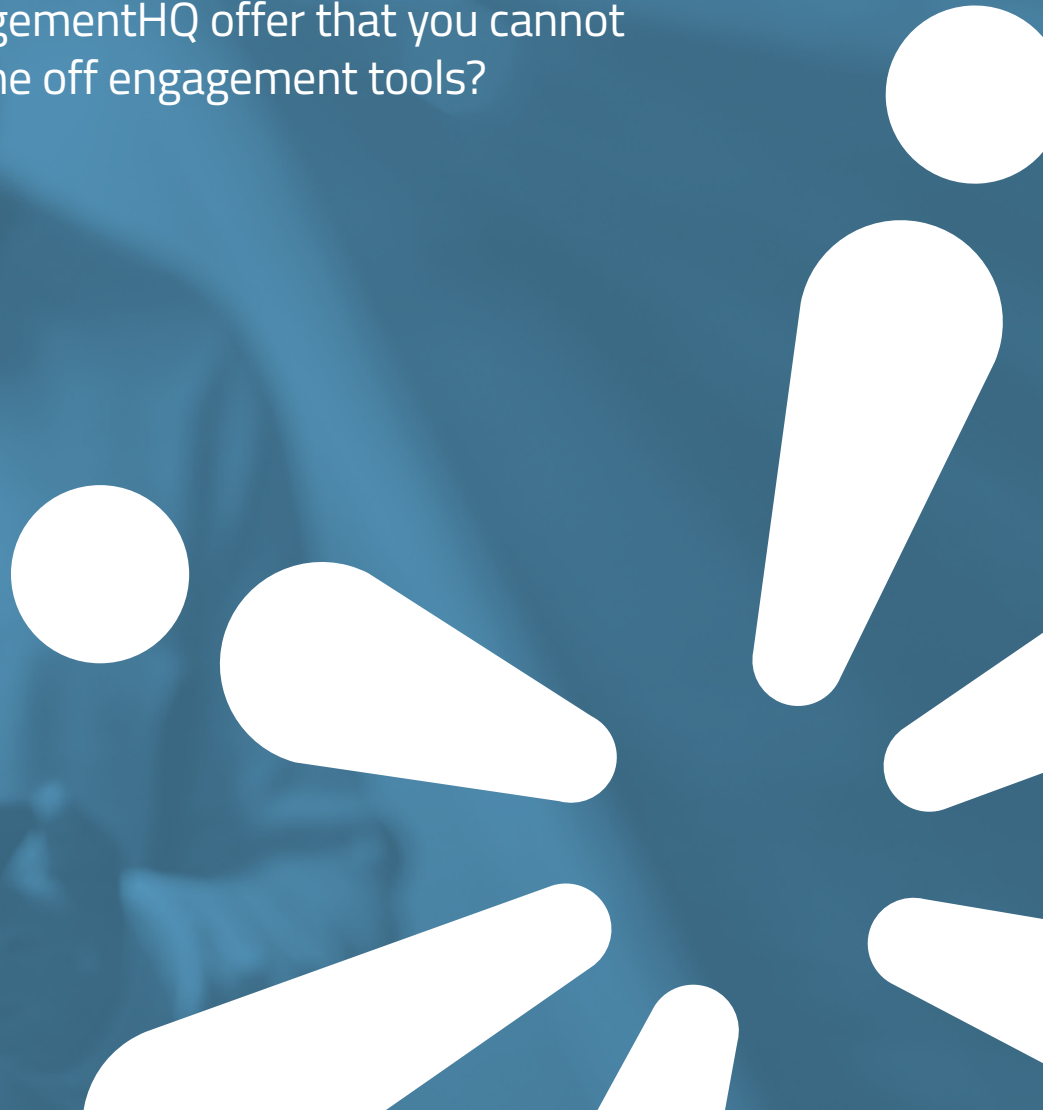# EngagementHQ 10 Reasons Why

What does EngagementHQ offer that you cannot get from using one off engagement tools?

1
Community building

When you use EngagementHQ you are building a community or a panel of participants around your organisation or project. Our Participant Relationship Management (PRM) system allows you to get to know your participants through demographic and other questions on sign up, revealed interests through their use history, note making and tagging. The database can be sorted and you can create groups of cohorts and reach out to them directly. It's a great way to close the loop and to drive continuous engagement.

Practice tip: Midway through your engagement project run a demographic report. Identify the cohorts that are under represented in your response and reach out to that group directly through the PRM and through your face to face work to ensure that you are reaching a true cross section of the community.

2

Building audience

With the PRM, so long as you require sign up from the community you are building audience with every step of your engagement project. You can reach out to target groups and re-engage people on the issues they've shown interest in. Use of one off widgets means you have to start again each time you engage, something that is resource intensive.

Practice tip: You will often feel pressure to allow anonymous participation to get maximum responses for the current initiative. EngagementHQ allows you to make this choice but when you choose this you choose short term gratification over longer-term benefit. By asking those communicating with you to complete a simple sign up process, each time you engage you build an asset for the long term use of your project or organisation.

Practice tip: One registration option to get the best of both worlds is to use a mix of registration requirements with different tools in the same project. For instance you might allow participants to take a quick poll without registration (as a temperature check) and then require registration for deeper participation like idea sharing or discussion.

3

Moving beyond transactional engagement and keeping control of messaging

EngagementHQ is designed to allow you to engage throughout the life of the project using different tools that are appropriate to the project stage. If you rely on your traditional static website and deploy plugin tools for engagement, there will likely be no way for the community to engage directly with you for large phases of the project.

We know that the community does not just switch on to a project while you happen to be in an engagement phase. There are many factors external to your project that can lead to spikes of community interest when you are not expecting them. Most people will not go and dutifully read your corporate website and email you with any questions. They expect interaction. If you do not provide this they will go looking for it elsewhere, most likely in social media where they might be influenced by others and by non-factual information.

Practice tip: *The EngagementHQ Questions tool is designed specifically for use in between active engagement phases of projects. It is routinely used to monitor and address rumours.*

4

Consistency of reporting and the ability to make comparisons

The consistent use of EngagementHQ gives you the ability to run long term reports and comparisons over the life of your project. Want to benchmark your survey response rates? You can compare apples to apples within our live reports. This is not something you can do when using one off tools in your website.

EngagementHQ has detailed reporting of a whole range of data you will need to understand your community's response. However, our Aware, Informed, Engaged cohorts provide a simple way to understand and compare activity.

Our survey reports also allow you to cross-tab responses with user demographics allowing for deeper data analysis and generating important insights on your audience.

5

You don't have to keep asking the community the same questions

Use of a plugin survey tool means you have to ask for demographic information each time your community completes a survey or gives feedback. This can get tedious. With an EngagementHQ login a participant only answers these questions once. You can access all this data alongside the results of the engagement.

You also get the full history of your engagement process, you can look back and importantly so can your community, seeing that you have listened and engaged at every step. Engagement fatigue is less of a problem when people can see a clear timeline of how the project has evolved and the engagement at each step.

Practice tip: The News Feed Tool is a great way to bring your community along with you on the engagement journey, from pre-engagement, to open consultation through to closing the loop. Pairing this with our Lifecycle Widget will help to manage community expectations and flag key stages of active consultation, along with expected project milestones and activities.

6

Surveys are not very engaging

You wouldn't invite people to a meeting and have them all sit quietly filling out a form for you so why do that in the online space? For your community to really feel involved and listened to, you need to step outside the comfort zone of the survey from time to time and deploy other tools that are suited to the situation. EngagementHQ has 8 engagement tools suited to different issues and situations. It's really important that you use tools suited to the issues.

Using EngagementHQ through the life of a project also brings with it the ability to educate the community and to share important information in the same space that they are being engaged.   This in turn gives responses from the community more meaning and value. Many 'plug-in' tools lack this context and ability to easily share information leaving the community to search around your website for what they need before returning to the survey - many just won't do this.

EngagementHQ Tools Spectrum

Managing your project communications

Open environment

Participants can engage with each other. Comments, images and ideas are visible to the community

Mixed environment

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.

Controlled environment

Participants cannot engage with each other. Data is stored in the backend and only accessible by admin.

| Commenting Disabled | Commenting Enabled | Pre Moderated | Post Moderated | Answered Privately | Answered Publicly |

FORUM

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.

IDEAS

Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.

PLACES

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.

STORIES

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.

GUESTBOOK

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.

QUESTIONS

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.
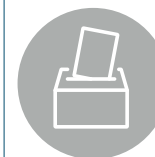
POLLS

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, piquing their interest and giving you real time insight.

SURVEYS

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.

Practice tip: *Always try to use an open engagement tool alongside a survey. Invite people to learn from contextual information, express themselves, consider other responses and then to fill out the survey - you'll get better informed responses.*

7

Security and accessibility

Yes compliance sounds dull but it is important. Anyone who has ever spent time explaining a data breach to the media will testify to this. It's important that you have taken steps to comply. EngagementHQ has you covered because it:

- Is ISO27001 accredited for security

- Complies with your in-country privacy regulations - actually we comply with the tightest privacy laws on the planet like GDPR.

- Is hosted in country or in a complying environment for your location (assuming you are located in a country where we offer our services) in top rated data centers.

- Is compliant with WCAG accessibility guidelines to a AA level (we are moving toward AAA) and is audited quarterly against these criteria

- Is responsive to mobile devices of all sizes

- Is subject to regular security testing.

8

Support and services

If you plug a widget you've bought online into your website to do a one off engagement who can you turn to when it goes wrong? EngagementHQ clients have access to 24 hour support by live chat or email from our in-house experts. Our chat is not a bot, we have real humans ready and waiting to support you. You also have access by phone to an in-country Engagement Manager and the ability to engage one of our Practice Leaders for expert support and advice. If that's not enough we have a team of highly experienced moderators available 24/7 to check all public input to your sites. Again, humans not bots.

Practice tip: Check out our range of EIQ services. We take online engagement very seriously and we can help you from the design of your process through to implementation with expert services targeting the online part of your engagement process.

9

No more waiting for anyone

Some organisations have fabulous and flexible corporate or project websites that the team can instantly update to reflect changing circumstances. Others, less so.

EngagementHQ is easy to update and is controlled by the engagement team. You can also have new information and tools lined up ready to activate when you are ready. No more waiting for your IT team to implement changes. IT teams - no more lists of ad-hoc requests from your engagement teams :D

Practice tip: *Familiarize yourself with EngagementHQ's template project pages and copy across functions that allow you to get your new projects live quickly and efficiently, on brand and consistently without having to repeat tasks.*

10
Integrations

EngagementHQ is already built to integrate with your social media, to give you the flexibility to embed any content from anywhere throughout the site and in the actual engagement questions.

But what if you have found something new that EngagementHQ doesn't offer? EngagementHQ has been re-engineered around a powerful API so there is not much out there that we cannot integrate with. This gives our clients ultimate flexibility to make EngagementHQ the center of a broader ecosystem designed specifically for their needs.

Current integrations include MailChimp, Browsealoud, Constant Contact, MS Dynamics, ReadSpeaker, and Campaign Monitor. Others are underway as part of our marketplace and we can build the integrations you need for your project, just ask us.

We can also bring your branding to your engagement site with many design options and a full deep branding service available.

www.bangthetable.com

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