



Experian voicesHUB

Discover how Experian was able to double their research community membership and increase engagement by migrating to Recollective.



Re-launching in 2017, voicesHUB membership has now more than doubled and seen a significant increase in participant engagement.

In 2017, Experian urgently needed to migrate their long-running voicesHUB online community onto a new, more modern research platform.

With a need to grow the community and increase engagement, Experian went on the hunt to find a solution that could provide all of the functionality required to propel voicesHUB to the next level.

Not only did Experian need a partner that could fill in the gaps, but they also wanted to ensure that the company could serve as an extension of their team to accommodate future requests and keep the tech up-to-date.

Recollective met all their requirements and more. Now in the third year of use, Recollective's broader set of qualitative and quantitative functionality facilitates more engaging and informative research for Experian.



Background

In 2009 Experian established voicesHUB, an online community comprised of 250 members, in order to provide the company with quick, agile, actionable insights. The key purpose was to keep a pulse on consumer needs to generate customized recommendations that help them build credit and boost their score.

Challenge

Although the community was helping Experian meet their goals of being more consumer centric, they were looking to take it to the next level in terms of membership and engagement. Their old community platform could not keep up with the evolving requirements of member experience and research execution and displayed severe limitations for:

- **Task types** - restricting the type of research Experian could conduct within the community.
- **Segmentation tools** - restricting the ability to target research to specific groups of participant and also analyze the data by group.
- **Integration** - lacked the functionality needed to incorporate survey tools and outside panels for recruitment, which caused unnecessary delays and expenses.
- **User Interface** - lack of advancement meant a dated user experience and poor engagement rates.



I've managed and moderated communities on four different platforms, and by far, Recollective is superior.

Their Qual tools and mobile capabilities give community members more forms of expression, which yield greater engagement and deeper insights. Their advanced, but easy to use, segmentation functionality allows me to solve complex business challenges and deliver more actionable findings to my clients. And, when I have a question, their top-notch client service team is responsive to my needs.

Holly M. O'Neill, Chief Insights Officer & Principal Moderator, Talking Business LLC



Since migrating to Recollective, voicesHUB has been transformed.

With a need to grow the community and increase engagement, Experian went on the hunt to find a community platform that could provide all of the functionality required to propel voicesHUB to the next level. Not only did Experian need a partner that could fill in the gaps, but they also wanted to ensure that the company could serve as an extension of their team to accommodate future requests and keep the technology up-to-date.

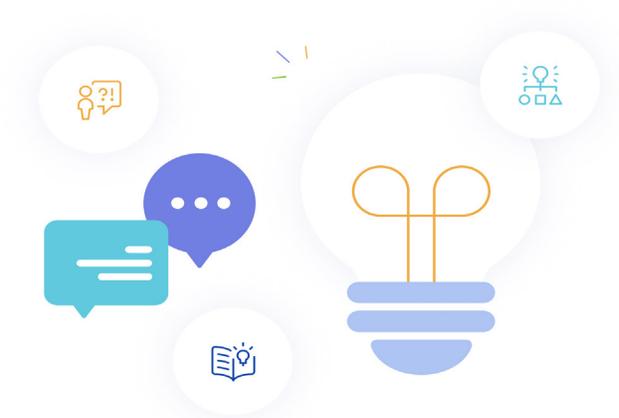
Next-Generation Community

After selecting Recollective and a short transition period, Experian re-launched voicesHUB in 2017. Since then, community membership has more than doubled and seen a significant increase in participant engagement.

Recollective has quickly become a trusted partner. Now in their third year of partnership, Experian and Recollective continue to strengthen their relationship by exploring new capabilities and co-presenting at conferences.

By working with Recollective, Experian was able to:

- Integrate with various panel partners, streamlining the recruiting and refreshment processes, in turn leading to higher initial engagement and sustainable community growth.



- Expand their research tool-kit with a broader set of activities, discussions and task types facilitating more engaging and informative research.
- Integrate outside survey tools expanding the types of research that could be conducted within the community.
- Target segments of participants more effectively to better close the loop between customer and company.

