



## How a Technology User Group Enhanced Member Experience with **Mixed-Methods Research**

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# WHO WE ARE

Innovatis Group is a full-service customer engagement company, offering clients in-house support in general administration, customer advisory council and committees, meeting and events, program and content planning, sponsorship sales, financial management, and marketing and communications.



## WHERE WE ARE

- ★ NASHVILLE
- ★ CHICAGO
- ★ WASHINGTON, DC

## WHAT WE'RE ABOUT



Named Top Workplaces in Tennessee for 2 consecutive years



**RELEVANCE + ENGAGEMENT = IMPACT**



# IAUG RESEARCH GOALS

## Discover:

1. **Member** sentiment towards the community
2. **Customer** sentiment towards OEM (Avaya)
3. **IT Professional** perspective on the industry



# MIXED-METHODS RESEARCH APPROACH

## 1:1 Interviews (IDIs)

Type: Qual

Method: Zoom

Sample: n=15

Purpose: In-depth community attributes, registration, content, value, engagement, volunteering



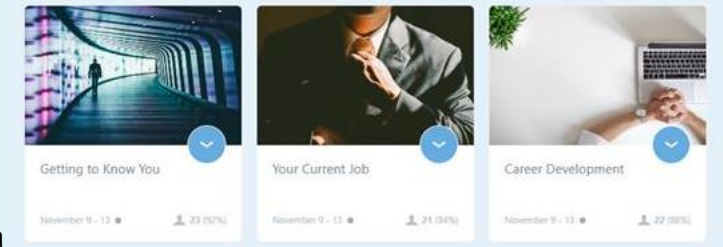
## Virtual Asynchronous Focus Group

Type: Quant & Qual

Method: Recollective

Sample: n=36

Purpose: In-depth persona attributes, goals, needs, challenges & evolving role



2019

2020

2021

## Annual Member Survey

Type: Quant

Method: Survey Monkey

Sample: n=316

Purpose: Year over year trends, high level insights

## Annual Member Survey

Type: Quant

Method: Survey Monkey

Sample: n=325

Purpose: Year over year trends, high level insights

## Annual Member Survey

Type: Quant

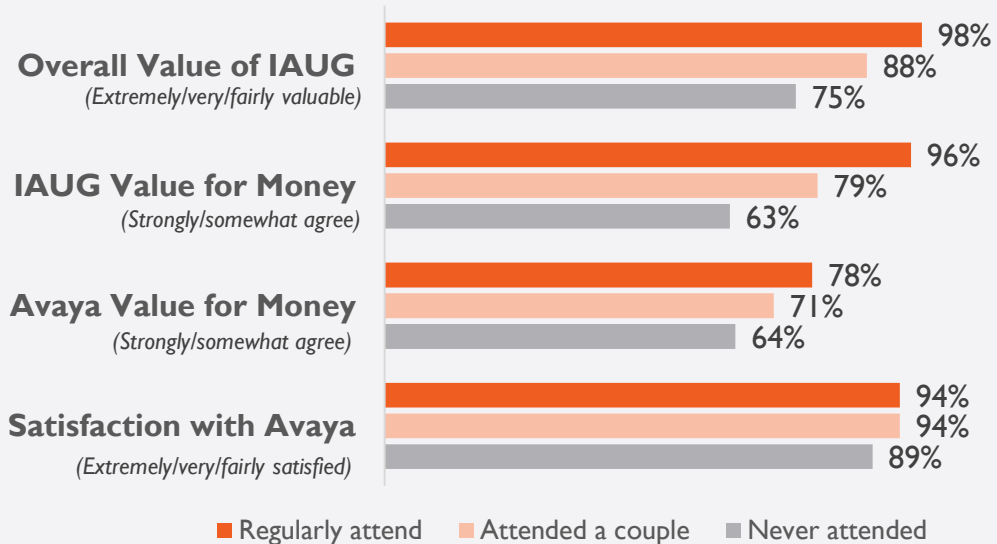
Method: Survey Monkey

Sample: n=342

Purpose: Year over year trends, high level insights

# SURVEY RESULTS

## IMPACT OF LOCAL CHAPTER ATTENDANCE ON PERCEIVED VALUE



## COMMUNITY IMPACT

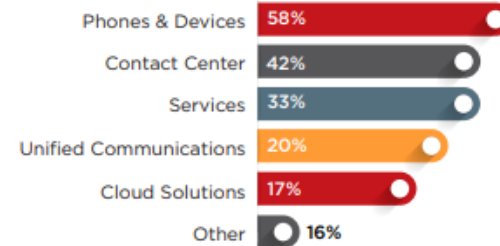
- Pivoted local chapter strategy to not lose value during COVID-19
- Incorporated more cloud content to increase community relevance and help members evolve with industry trends



## IAUG Membership Overview

### THE DATA SAYS...

#### MEMBERS CURRENTLY USE



WHILE...

#### MEMBERS ARE INVESTING IN



“

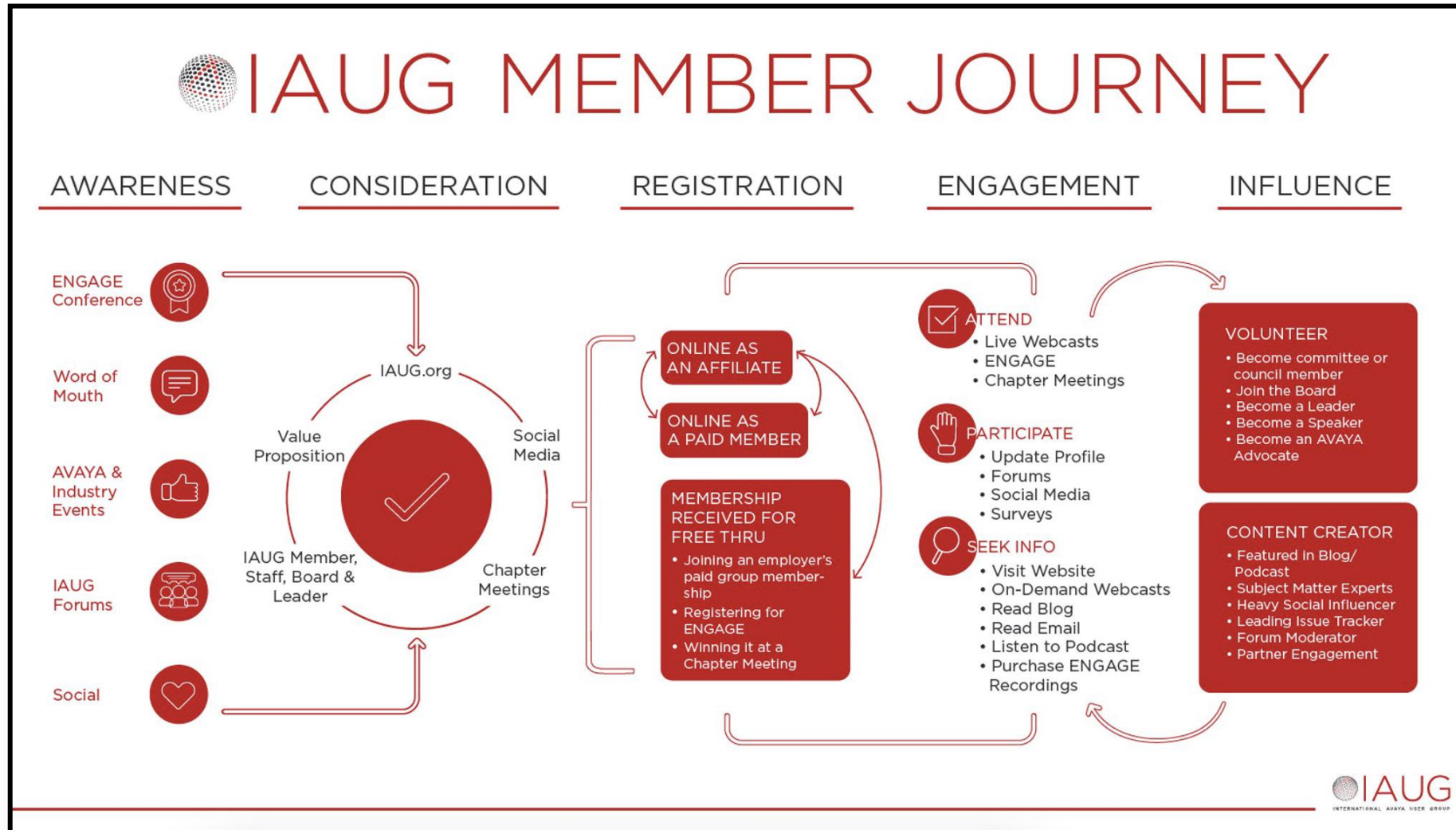
Premise-based solutions are becoming more challenging to defend. It is almost worse when we have a good team and a rock solid system.

There is significant need for traditional telecom teams to understand the concepts of cloud, and the varying type of cloud solutions available. I believe there's confusion in the market about what 'cloud' means, because it varies greatly by provider and platform.

The role of the telecom engineer and or analyst will change a lot, we have already seen this shift. ...We are not the telecom people anymore, we are IT professional working within the IT departments.

”


# MEMBER JOURNEY MAPPING



## COMMUNITY IMPACT

- Improved member experience with streamlined registration
- Exposed confusion around membership experience leading to new model
- Improved engagement rates for IAUG comms

# PERSONAS



**NAME**  
Adam

**AGE**  
39

**TITLE**  
Telecommunications Engineer

**RESPONSIBILITIES:**

- Works for a company that prioritizes the transition to the cloud
- Wears many hats in the ever-changing tech industry
- Works with a variety of Avaya platforms and products
- Helps support current infrastructure and future strategies
- Has a hand in multiple platforms and solutions
- Seeks efficient solutions and integrations

## CLOUD IS A PRIORITY

Determined, Persistent, Responsible, Creative

**GOALS/MOTIVATORS**

- Learning something new everyday
- Unifying teams
- Happy customers/users
- Diving into new technologies

**FEARS/FRUSTRATIONS**

- Not having enough time to do the job successfully
- Internal and technical inefficiencies
- Not having access to the training to stay informed

**“** My main challenge right now is **keeping up with all the changes that are happening in the telecom industry.** The industry is changing from hardware to software, from on premises to virtual. So I worry about not having all the training that I need to keep me current. **”**

**NEEDS/WANTS**


- A team that is equally as motivated and driven
- Constant change and challenges
- Operations to run smoothly

**“** We have a very small team, and we are being asked to **move mountains in a very short timeframe.** **”**

**IAUG BENEFITS**

- More likely to be a content consumer
- Contributes content for local meetings
- Presents at ENGAGE
- Contributes content for virtual events and training
- Posts to forums
- Engages with social

**“** Chapters are where I get the most information about my Avaya system. I can ask questions of Avaya and hear all the latest updates. **”**



**NAME**  
Michael

**AGE**  
61

## CLOUD ISN'T A PRIORITY

Dedicated, Determined, Intelligent, Helpful

**GOALS/MOTIVATORS**

- Happy customers/users
- Conquering technical challenges
- Deploying improved solutions for the users
- Advancing technology with successful upgrades and new products

**FEARS/FRUSTRATIONS**

- Not seeing what's coming from the future
- Industry change in his role
- Difficulty in upgrading the Avaya to the latest software and managing certificates on Avaya products

**NEEDS/WANTS**

- Better communications and processes within the team
- 100% up time and productivity
- Being able to assist users (or customers) in a timely manner
- Provide answer or solutions quickly

**“** I want people to not know what I do. So, things just work and they don't know why – **that's a success.** **”**

**IAUG BENEFITS**

- More likely to be a content consumer
- Attends events
- Reads blogs
- Posts to forums

**“** Roadmap sessions are valuable to provide context for the platform, where it's been and where it's going. That relieves some of the pain I experience in staying up to speed. **”**

## COMMUNITY IMPACT

- Better understanding of current/future state of membership
- Better tailored community onboarding and program offerings







# KEY TAKEAWAYS

- Use Quant & Qual to inform one another
  - Identify the 'Why?'
- Integrate research into client teams
- Analyze themes & trends from different perspectives
- Earn stakeholder trust and buy-in



# THANK YOU!

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[innovatisgroup.com](http://innovatisgroup.com)



  
**innovatis**  
G R O U P

in simple terms, we  
bring people together.

