Breezio

COLLABORATION & ENGAGEMENT REDEFINED

Highlights

WHY BREEZIO?

Data and process-driven new member onboarding service.

WHAT'S ENGAGEMENT?

Collaboration maturity & strategy: It's not just file sharing and emails.

WHAT'S NEXT?

ROI - The Holy Grail of Community Management

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Launched 2015 after 3yrs
of incubation.

Community Management
Platform

Knowledge Network

Community Engagement Platform

Core philosophy: Knowledge networks form when
people can engage around content.

Peer-to-peer learning

20 years of experience incorporated into software design.

CMS + LMS + Social

Why Breezio?

WELCOME! TO BREEZIO

Welcome! to Breezio

Experience the Ah!Ha! moments during our onboarding process

1hr chat

Client briefs us of what they want and need. Onboarding timelines are established as well.

STEP Hi

Geek-out!

What does it take to implement an effective engagement platform and knowledge network? Find out during an engagement dialogue around content with Breezio staff!
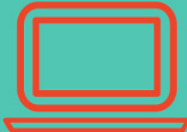
STEP Fun

Portal Config

After we gather all the facts, let's work together to configure your customized Breezio portal.

STEP Yes

STEP A+

Training

Now that we've built your custom portal, in 1-3 sessions the Breezio team will train you how to use it.

Launch

Done! Time to party and celebrate!

STEP !

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Strategy - Operations - Tactics

Strategy

Goals = Outcomes

Theory of Change

Mission + Vision

Align content strategy with community goals

Integrations

Operations

Outcomes-Behaviors-Dynamics-Design

Formal Leaders: Community Manager & Executives

Inclusion vs. Participation & Request vs. Requirement

Culture: Context + Substance +Quantity

Shared responsibilities

Tactics

Personal vs. Automated new member programs

Analytics: Relationship Behaviors & Dynamics

Advocacy programs foster Informal Leaders and emergent behaviors

Measurement - Feedback - Incentives - Rewards - Acknowledgement

Peer-produced guides and training is encouraged and is highest level of engagement!

We teach introduce topics of investing in people and internal systems with Breezio.
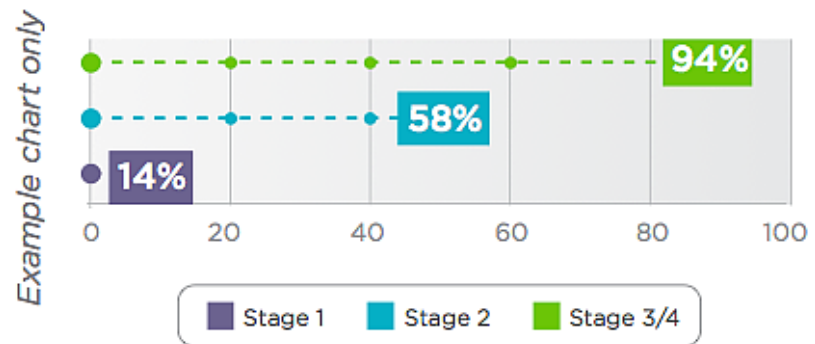
What's Engagement?

THE ART OF COMMUNITY MANAGEMENT

Community Maturity Model

- **Stage 1: Hierarchy** –
  Ad hoc or experimental use of social technology or community structures.

- **Stage 2: Emergent Community**
  Pilot use and early adoption of social and community tools and/or processes, along with considerable investment in creating structure to better manage social opportunities.

- **Stage 3: Community**
  Explicitly chartered, funded and staffed community initiatives resulting in measurable business outcomes.

- **Stage 4: Networked**
  A corporate strategy driven by a networked market perspective.

Note: Because just one percent of communities scored in Stage 4 in the survey, our data analysis combines them with those in Stage 3.

Example chart only

94%

58%

14%

0   20   40   60   80   100

■ Stage 1   ■ Stage 2   ■ Stage 3/4

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Breezio Customer Case Study

Stage 1 Community

99.9% Inactive or Lurker Engagement

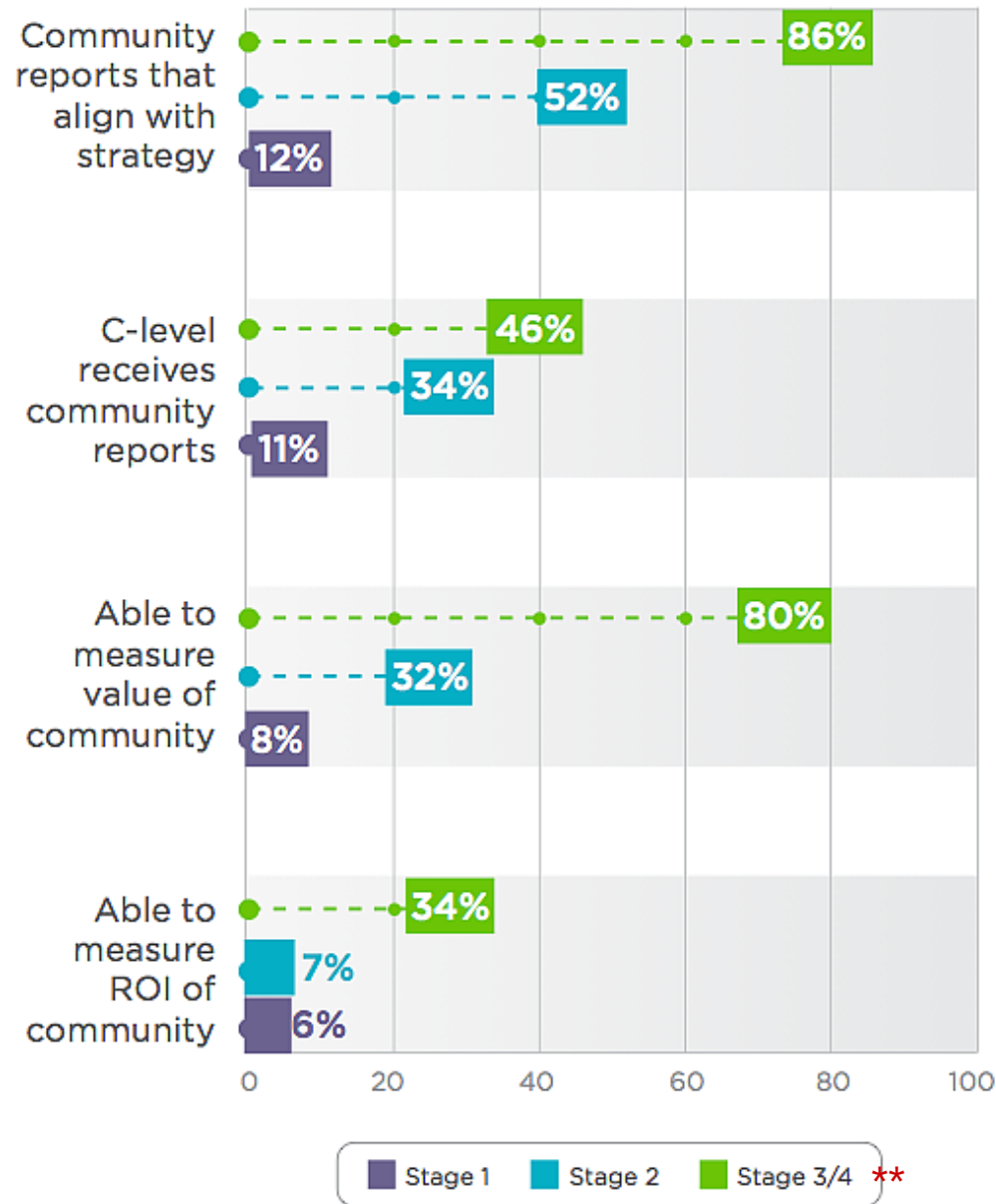.01% Contributor Engagement

Lesson Learned:

Had - Tools and content

Missing - strategy, leadership, culture, policies, metrics & community management

What's next?

INNOVATING MEASURABLE ROI

The Elusive ROI

MATURITY MARKERS BY STAGE:
METRICS & MEASUREMENT

Community reports that align with strategy
- 86%
- 52%
- 12%

C-level receives community reports
- 46%
- 34%
- 11%

Able to measure value of community
- 80%
- 32%
- 8%

Able to measure ROI of community
- 34%
- 7%
- 6%

**Only 1% were stage 4, so lumped in with stage 3

Stage 1   Stage 2   Stage 3/4 **

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What will it take?

LEADERSHIP USE CASE DATA

Community managers show us the paths that influence how values and culture are envisioned and realized.

ROI TEMPLATES

It's a balance of good content with community programs to effectively generate value.

ANALYTICS + BUSINESS METRICS

Understanding the roles of activity, patterns, and outcomes.

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