



# eNgageSpace

eNgageSpace is a unified consultation, research and dialogue management system enabling total control over the whole engagement cycle from planning to presentation.

Used by organisations who know that  
the learning process never stops



# Why is eNgageSpace so special?

Because it enables all stakeholders to be treated courteously, their views taken seriously and their contributions valued.

eNgageSpace is a unified set of purposeful and flexible processes, easily managed and all under your control. And because of that you, now have the time and expertise to deliver the right information to the right people, at the right time, in the right way. In short, eNgageSpace is a platform where you can motivate stakeholders, listen to what is said, acknowledge it, analyse and interpret it, respond to it. You see better results faster, at lower cost, using fewer resources.

And the result? You are far more likely to identify consensus, reach wise decisions and effect successful and sustainable change. What's more, you will be demonstrating that the process by which such decisions were reached was correct, inclusive, clear, justifiable, balanced and fair.

## eNgageSpace in your organisation

Do you have responsibility in these areas ? If so, eNgageSpace will be of immense value.

- Stakeholder Consultation
- Policy Development
- Strategy Development
- Change Management
- Market Research
- Customer Experience
- Responses to External Consultation
- Corporate Social Responsibility
- Human Resources
- Employee Consultation
- Supply Chain Relationships
- Sales and Business Development
- Product Development





# SOLUTION

## Our participant process gets results

### Here are some typical eNgageSpace applications:

- Creating compelling consultations where issues may be complex or involved
- Creating dialogues with customers, clients, members, citizens, stakeholder
- Getting stakeholder, public or patient input in order to respond to a Government consultation
- Getting expert opinion ahead of responding to a Government consultation
- Getting experts to help develop policy statements and calls
- Collecting public or patient experiences to help inform policy or project development
- Evaluating projects and policies from a user perspective
- Evaluating promotions or campaigns
- Staff consultation and surveys
- Encouraging a sense of community and loyalty in employees
- Creating “ePanels” or special interest groups
- Enabling communities of interest, purpose and practice
- Facilitating change within an organisation generally
- Generating and evaluating ideas
- Collaborating to collectively solve problems

# The participant process is very clear and very simple

The participant needs to be able to easily find, understand and respond - and afterwards find results!

1. **Search Engine/Directory**  
Search and filter for specific consultations by any criteria.
2. **Consultation Detail**  
View best practice summary description, aims, purpose and background.
3. **Document Library**  
All documents and extracts in context. View or download docs of any file format.
4. **Participate**  
From a personalised menu you can navigate and respond as appropriate questionnaire or taking part in a discussion forum, or both!
5. **Receive Alerts and Reminders**  
Be motivated and reminded with timely prompts from consultation administrators.
6. **Results and Outcomes**  
Trust in the process continues through easily finding results and outcomes.



# What a Relief! It isn't about technology at all!

It's about clear communication and being able to explain well and listen better

You are empowered with complete control over content, context, structure and process.

1. **Decide and define**  
Converse and collaborate with colleagues and partners; decide what to do and how to do it; agree scope, aims and outcomes, check for duplication.
2. **Develop and launch**  
Describe and inform; provide all information, documents and references; deploy appropriate response mechanisms.
3. **Manage Participants**  
Invite, monitor, communicate, motivate.
4. **Report and Analyse**  
Providing real time reports on quantitative and qualitative responses for surveys or textual responses in forums.
5. **Community build and feedback**  
Make results - interim and then final - known to participants;
6. **Learn**  
Analyse the process itself to learn and improve.



# The 6 core requirements in a consultee - centric process

## Consistently describing and delineating your consultation.

Beginning by adding subject description, purpose, background, dates, access rights, personnel responsible, target audience, method used, departments or strategic partners involved; deciding on appropriate response mechanisms (surveys, forums etc.), linking perhaps to other consultations; deciding on whether the consultation is private, public, by invitation only, in-house, requiring registration or not; whether participants' responses are to be shown or kept confidential.

## Market Research/survey functionality

Qualitative and quantitative questions in all formats with powerful analysis and real time reporting. Responses can be groups, filtered and displayed accordingly. You can have introduction pages and preface text that explains, elaborates and encourages. You can have thank you pages that describe the next step, keeping participants informed about next stages. This is very important since consultation and engagement is rarely a one off.

## With eNgageSpace you can use the Knowledge Bank

You can easily upload documents in all formats from an admin interface, automatically alerting registrants when this is done. Includes background documents, results, maps, images etc. Good consultation is based on making relevant documents available and understandable. With eConsult you can use our Knowledge Bank to break documents into "bite sized" chunks, displaying sections contextually within the work flow process. Result? Superb response and easier analysis.



## Forums

Used in 3 very important ways: for internal discussion amongst colleagues, for discussions with strategic partners; for dialogues with your target audiences. Of course not all consultations are formal 'top down' processes. It can be important to have free-flowing dialogue and discussion, with less emphasis on structure and more on stories, experiences and opinions. Plus you have complete control over what is posted (moderation) and you can code and analyse posts in order to identify consensus and make reporting more meaningful.

## Participant communication

The reports in eNgageSpace mean that you can see what's happening as the consultation unfolds. You know exactly who is responding to what; you know who is participating. You can identify active participants and you can convert registrants to participants or identify sections of the consultation which are not getting attention. You can encourage response through targeted messages, communicating with participants to encourage further response using our internal individual or bulk emailing system.

## Analysis and reporting

It's easy to produce powerful reports in eNgageSpace on both quantitative and qualitative data. Real time analysis, secure data exporting in all formats, cross tab analysis, graphical reports. You have real time access to response statistics and submissions. You can see responses grouped by topic or question, by participants or by group or profile.



# Key components to make responding easy for your target audience

## Stakeholder database and registration system

Enables the creation of a consultee or stakeholder database enabling targeting and selection by profile, by interest, by classification, build trust and relationships. Participants registration system and automated alerts by email and SMS texting; password provision, logins, auto-responder and email management; also enabling analysis by profiles, thus augmenting cross tab analysis within specific surveys.

## Multi level, internal contacts and strategic partners

eNgageSpace is designed with partners in mind in that username and password access can be granted to strategic partners. They can input potential consultations and have access to all functionality as required, in their branding if they are an external partner. It is much easier to avoid duplication and consultation fatigue. Sharing intentions with strategic partners through alerts or discussions or accessing past consultations and their target audiences or methods – all can significantly reduce over targeting, duplication, frustration and cost.

## Content management

From a simple interface all point and click you have complete control over content, process and context. You present information, explain what response you wish, tell people what's happening when and where. You make participants part of the decision-influencing process.

## Process pages and knowledge bank

This is about setting the context for a given consultation, explaining in more detail the what, why and how of the consultation. Keeping people easily in the picture avoids any confusion. Such transparency is appreciated. Of course with simple surveys you may not have to deploy such introductory pages.

## Group and “invitation only” consultation

You can create or import Groups, a citizens' panel, customers, suppliers – and undertake specific activity automatically generating passwords. You can build and manage an ePanel of experts, or businesses or people with special needs.

## Employee consultation

eNgageSpace makes it easy to engage with all employees or groups. The same principles and processes apply as with any stake holding group and it might be argued staff are the biggest of all stakeholders! So you can have all the capability of eNgageSpace at your disposal for employee consultation (of course as you know, you are, legally obliged to consult with employees or employee representatives on everyday issues such as health and safety and occupational.

## Branding

From admin, you can control branding, upload top bars etc., creating a seamless 'look and feel' to be easily aligned and integrated with your site.

# eNgageSpace is a total solution

Empowering both the consultor and the consultee

## eNgageSpace Advantage

### EFFECTIVE

Because you are taking people with you in contemplating and managing change. eNgageSpace is about good communications, listening, generating a sense of involvement, it's about feeding back results, concerns, ideas and innovation.

### PROVEN

The eNgageSpace process is logical: begin with basic goals and intended results, be clear on values which will serve your purposes; deploy core process to achieve them; access knowledge to support the process; control structure and deploy technology as appropriate.

### SIMPLE

No technical or web matters to distract you from focussing on your task of creating and managing all the elements and stages of multiple consultations. Simple, stage-by-stage- processes which empower you and place the consultee at the centre of all the activity.

### AFFORDABLE

Fast implementation and set up, consultation as a service, no complex installation or technical staff therefore cost effective maintenance and support, monthly payments; online training and support to further minimise cost of ownership.

# The business case for eNgageSpace

Doing things faster, better, at lower cost, with fewer resources.



Involving stakeholders meaningfully takes time and resource. Of course knowledge as a cost, but as we all know, ignorance is much more expensive! That's where eNgageSpace's structured yet flexible approach delivers. Here's a summary of the business case.

## Save time in preparation

Our experience is that what took days or weeks to organise, communicate and orchestrate with web and other colleagues will now take hours. Where engagement in stages (and it always is) and when you are managing multiple consultation events (which you always are), then efficiencies are rapidly realised with consequent financial implications.

## Save time in analysis and presentation

Unstructured responses or textual responses received can be extremely time-consuming to analyse, interpret and report on. eNgageSpace solves this problem through its integrated survey and real time statistical analysis tools, including text analysis in both questionnaires and discussion forums. Weeks or even months of effort can be saved at the "back end".



### Lower total cost of ownership

eNgageSpace is Software as a Service, the pre-eminent model for software delivery. A hosted and managed solution with all technical support, bandwidth, data back-ups, database maintenance, technical support and latest developments all provided as part of the service. There is no hardware to purchase, scale and maintain, no operating systems database servers, or application servers to install, no consultants and staff to manage it all, and no need for periodic upgrades. Even more important, however, are the long-term savings. Research shows that two thirds of IT time and budgets is spent on maintaining infrastructure and dealing with updates. That's a thing of the past with the on-demand model. Hosted deployments also have fewer hidden costs ranging from needs analyses to internal downtime. The total cost of ownership of a premise-based solution can be more than twice as high as that of an on-demand solution.

### Better results

These follow since all concentration can be focused on the engagement process, not on technology and technical issues, resulting in lower cost per response.

### Lower cost of stakeholder or target audience recruitment

Because eNgageSpace is a stakeholder database then participants can be selected and invited as appropriate, reducing recruitment costs. Development of stakeholder ePanels can reduce external market research costs significantly, while adding to your internal knowledge base.

### Multi-Departmental use

Since no technical expertise is needed, all departments can make use of eNgageSpace. Experience shows that it will be quickly and enthusiastically adopted with consequent increases in efficiency and effectiveness.

### Fewer meetings, better internal communication

Collaborative tools like discussions forums are part of the functionality as is the capability to inform work groups and external stakeholders electronically.

### Training savings, planet savings

eNgageSpace is intuitive. While consultation may sometimes be involved, there is no need for it to be complicated! All training is facilitated online with help desk support thus making more savings. And saving on travel and carbon emissions!!



# The Benefits of Consultation on Demand

Hosted, secure, painless, strategic

## Superb time to value

Minimise risk involved in implementation by eliminating the need for capital investment, making the path to success exceptionally short. eNgageSpace implementations take less than a week.

## Less expensive initially and in the long run....

Organisations large and small are embracing the on-demand, hosted model for business applications. They therefore avoid many of the IT headaches associated with the traditional on-premise software model. With no software or hardware to buy, install, maintain, or upgrade the popularity of on-demand grows with IT organisations that are increasingly asked to do more work with fewer resources.

## Easy upgrades

Customers of on-demand applications benefit from instant deployment of new versions, which means the entire customer base is always on the latest version. Since customisations and integrations are maintained through upgrades, change management discussions can focus on taking immediate advantage of the new features and innovations available with each release.

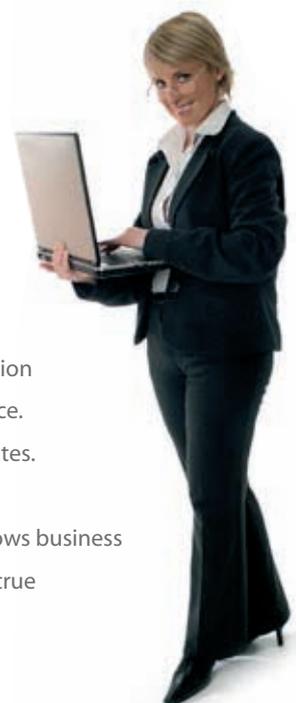
## Scalability

Successful businesses are continually changing and growing: employee growth, transaction growth, the launching of new products and services, mergers and acquisitions, or any number of business events can dramatically and suddenly alter business needs....and the need to engage.

## Users are more satisfied and productive

A major reason on-premise deployments often fail is because of low user adoption processes that are confusing or difficult to get to quickly results in user resistance. Our easy-to-use interface has resulted in the high adoption and participation rates.

The eNgageSpace hosted delivery model eliminates maintenance tasks and allows business users to perform creatively thus, freeing IT to focus on innovation and creating true business value.



## Now every organisation can have a Stakeholder Engagement Community

eNgageSpace enables you to easily create compelling eConsultations, elegant, dynamic surveys and integrated discussion forums. It empowers you with total control over your research, consultation and dialogue cycle – from planning to analysis and reporting.

Take the tour

