

Case Study: Penguin Random House

Penguin
Random
House



BACKGROUND

Penguin Random House wanted to assess the success of its annual sales conference and harness the collective intelligence of delegates to learn how it could improve conferences in the future.

WHY CROWDSCOPE?

The project launched the week after the conference, while the experience was still fresh in the minds of delegates. Over 1,000 people attended the conference, which meant that traditional face-to-face qualitative research was not possible.

Rather than using a traditional survey or discussion forum, Penguin Random House encouraged people to generate their own suggestions which could be assessed by other participants and ranked according to how useful they were.

OUTCOMES

Not only did Crowdscope allow Penguin Random House to capture social collective intelligence, participants were also able to see where they stood in relation to their colleagues. The project revealed – in real-time – the top suggestions and themes resonating within the community. On the basis of the results a plan was formulated to improve the future conferences. The comments

gathered through Crowdscope proved to be vital in reshaping the annual sales conference with the aim to turn it into an event that all attendees would look forward to attending in the future. New ideas generated had already been validated by the other participants, making it easier for the team to extract the most viable suggestions and develop an effective action plan.

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