



# Cambridge University Press

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Using Recollective, Cambridge University Press built a 2000-person insight community to drive innovation and strengthen consumer relationships.



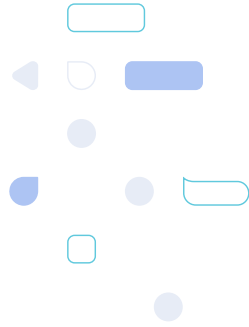
“The impact on our processes, culture and our customers has been immense.”

**Rob Hardy, Head of Customer Insight, Cambridge University Press.**

Cambridge University Press has a reputation for supporting innovation in learning and teaching around the globe. In 2017, they chose Recollective to launch a pilot community that would consolidate their research needs into one central location with the hope to strengthen their relationship with consumers.

With Recollective’s continuous platform innovation and support, by 2019 Cambridge University Press are not only successfully running the community in-house, but the results are incredible. The project has flourished in size and value – growing from 400 to 2,000 members and enabling Cambridge University Press to understand and meet their changing customer needs better than ever imagined.





## Background

Cambridge University Press is part of the University of Cambridge and consists of three divisions; Academic, ELT and Education. The Education division of the Press is focused on developing learning solutions for teachers and students around the world. The Customer Insights team supports publishing and marketing plus ensuring that colleagues from across the business understand the customer voice and it remains at the heart of their decision making. Key customers include teachers, school leaders and other academics across a range of levels, departments, schools and countries.

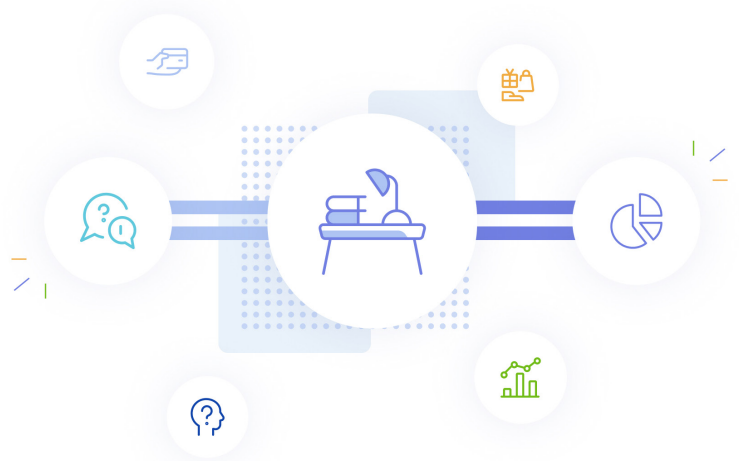
## Challenge

As a pioneer in the field, Cambridge University Press prides itself on supporting innovation in learning and teaching. To achieve that goal, it's imperative they stay at the forefront of innovation and keep up with their diverse consumers' evolving needs. Cambridge University Press historically had no effective way to engage with them directly to ensure they were able to optimize their publications and offerings.

With so many different perspectives to explore, Cambridge University Press had previously applied a wide range of research tools and methods to engage consumers. As a consequence, research efforts became siloed which led to a poor connection with their audience and fragmented data.

It was clear the University Press needed a more holistic way to conduct research that would develop an ongoing dialog and help foster personal relationships with their consumers all while housing the data in one central location. It was also important to gather insight in the most innovative and participant-friendly way possible.

They desired a research plan that could be managed in-house, without agency support, but they didn't know where to start or what options were available to meet their needs.





After learning about Cambridge University Press' goals, a third-party research agency suggested using Recollective as part of a community based-approach. Having never considered a community, the team at University Press was curious about how one could help centralize their research efforts and improve the dialogue with their consumers.

After reviewing a number of community platforms, the potential for centralizing

their research efforts on Recollective was clear and compelling, so in early 2017 they launched a trial community of 400 teachers from a handful of subjects.

**Now in its second year, the community is thriving and has grown to over 2,000 members operating across all divisions at the University Press.**

## By partnering with Recollective, Cambridge University Press was able to:

- Consolidate all of their research needs, consumer groups and data into one location.
- Provide a separate space within the community for each subject - be it English, Maths or Science - whilst also allowing for integration of groups when needed.
- Become more consumer-centric by keeping in touch more regularly to stay up to date on the needs of their diverse consumer landscape.
- Conduct research more efficiently at a faster pace.
- Leverage a mix of qualitative and quantitative elements to expand the types of research they conducted including surveys, workshops and open discussions.
- Filter, segment, profile and target individuals to provide customized experiences.
- Expand their reach and gain insight into new markets by including groups of consumers who previously did not have a research space.
- Optimize the development of resources and materials used in classrooms around the globe.

### For 12 months up to 2019, the community had:

- 2,200 members with over 19,000 community visits
- 600,000+ activity responses generating 650k comments
- Over 123,000 excerpted insights



# The thriving DIY research community continues to expand across the Cambridge University Press organization.


Running an on-going community through Recollective proved to be the best solution because it met all of the requirements in terms of innovation, environment and support. Now running for more than 2 years, it has expanded the number of participants from 400 to 2,000 members. The insights team in their Education division has led the roll out of Recollective across the Press, with the platform now being used in all three divisions, as well as the wider Cambridge group.

Adopting an on-going community as the foundation for their research, in combination with Recollective's intuitive user interface, made the ideal environment to foster collaboration and encourage the growth of relationships. That enabled Cambridge University Press to ultimately gain more meaningful insights on how to better meet their customers' needs.

Outside of the technology itself, Recollective was able to provide the training and guidance Cambridge University Press needed to successfully run the research themselves without the help of an outside research agency.



# What the customer has to say



*“The impact on our processes, culture and our customers has been immense. We have used the Recollective platform to power The Cambridge Panel for over two years, and in that relatively short period they have become an invaluable partner.*

*Our colleagues now have an ‘always-on’ conversation with our customers; to ask the key questions, to listen to what’s important, and to draw the insights that have a major influence on our decision making – all from the convenience of their desk.*

*The Recollective team have supported us to achieve more and more with our community, breaking new ground together and delivering innovative solutions that meet our needs. The Cambridge Panel has given our teachers a voice. Recollective have helped us put the customer first.”*



**Rob Hardy,**  
**Head of Customer Insight,**  
**Cambridge University Press**

