

blackbaud®

With UserVoice Feedback, Blackbaud was easily able to gauge the voice of the people.

BLACKBAUD
blackbaud.com

Industry: Software Development

Location: Charleston, SC



Use Case: Communicate with their market and gauge their customer's real priorities.

Why UserVoice?

- Simple Feedback

THE COMPANY

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 24,000 organizations use one or more Blackbaud products and services for everything from marketing and financials to fundraising and ticketing. Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United

States, Blackbaud also has operations in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom.

One of Blackbaud's many software packages is The Education Edge, a suite of tools designed for admissions, registrar offices and faculty of educational institutions. Blackbaud wanted to directly access feedback from these users for guidance in helping them to improve The Education Edge. Since Blackbaud values customer input highly and places great importance on customer needs in the development process, they wanted a platform that would allow them to communicate with their

market and to properly gauge their customers' real priorities.

THE PROBLEM

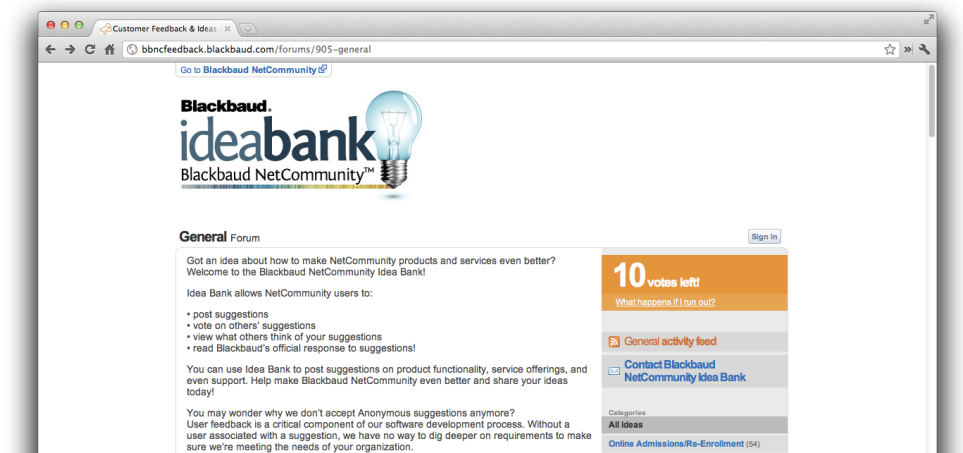
Traditionally, Blackbaud communicated with school IT departments regarding The

Previously, users would create a ticket in a knowledge base, but it was not community-facing – there was no way to see what the community was thinking without running a report. This process was difficult for the company and unappealing for their users. This made it difficult to determine the best way to meet their customers' needs.

THE IMPLEMENTATION

Blackbaud began using UserVoice Feedback™, rebranded as Idea Bank, and saw immediate improvement in the communication between themselves and customers using The Education Edge. Because UserVoice (Idea Bank) is community facing, Blackbaud was able to determine what issues ranked highest for the majority of their customers. For Blackbaud, this was key to their product development. “Pretty much all product changes come from customer feedback or address a customer need,” said Wilson, “So it is important to us to be aligning our roadmap with what our customers want.”

The transition to UserVoice Feedback™ proved to be seamless for Blackbaud. It was easy to set up, and they were able to drive their customers to the feedback forum through links in their newsletters and from directly within the



Blackbaud using UserVoice Feedback™

“...Once teachers became aware of Idea Bank (UserVoice Feedback™), it took off like wildfire...”

Education Edge instead of those actually using it. Julia Wilson, Product Manager at Blackbaud, felt that this was an ineffective way of communicating with their market. “Anyone making any sort of product or service,” she said, “should be talking to their customers. They won’t understand their customers’ interaction with the product without gathering feedback.” Blackbaud wanted to remove the middle man from the process so they could talk to the people who needed most to be heard.

Blackbaud also had no way of easily gauging what were the top priorities for improving the product.

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Blackbaud is the global leading provider of software and services for nonprofit organizations. They are headquartered in Charleston, South Carolina.

product. This accessibility, and UserVoice Feedback’s user-friendly interface, made it easy for Blackbaud to finally access their true customer base – the teachers who were actually using their product. “We originally had a lot of IT folks sharing information, but not a lot of teachers,” Wilson said, “But once teachers became aware of Idea Bank, it took off like wildfire – especially when the link was built into the product.”

Blackbaud studies their Idea Bank once a week and lets their customers know what they think of their suggestions, gather additional information or let their customers know when they plan on implementing their idea. If Blackbaud sees an idea they want to use, it sits with the product manager and gets the idea incorporated in a release. Communicating with customers on Idea Bank also helps Blackbaud fully understand their customer’s needs. For instance, when people wanted seating charts for a classroom, Blackbaud needed more information to make a product that fit the specific needs of the teachers. “We were able to communicate with the voters and get in touch with them for their input,” said Wilson, “It’s exciting to be able to let people know that we’re listening to them, and that we want them to be involved in the process as well.” Even when Blackbaud has had to say “no” to some ideas, the customers still

appreciated knowing that the company was communicating with them. Customers never want to feel like they’re giving feedback to a black hole – an answer, even if it’s a no, is always better than no answer at all.

Though they started with UserVoice Feedback™ as a way to communicate with customers of The Education Edge, Blackbaud liked UserVoice Feedback™ so much that they began to use it internally as well within their business units, including an Idea Bank for workplace improvement.

THE RESULTS

UserVoice Feedback™ was instrumental in connecting Blackbaud with their true customer base and cutting out the middle man. “I feel that we have a greater level of transparency with our audience,” Wilson said, “We have connected with our customers on a more personal level and now have an open dialogue. It also saved us time and made our customer feedback process more efficient.”

Most importantly, Blackbaud is now in a continuing conversation with their users that will make their product better and more relevant over the long term. They have built a lasting relationship with the people that matter most to them – their customers.