

Client



Company:
Plan UK

Website:
www.plan-uk.org

Size:
8,000 staff, 69 offices around the world

Industry:
Charities

Solution:
Alterian Content Manager and Professional Services

Results:

1. Plan UK has empowered more people to create and edit their own content
2. The web team now spends 20% less time editing content
3. Visitors now have an improved overall experience and are more engaged
4. Online donations have increased by 17%.

"We've built a great working relationship with Alterian Professional Services as they understand our objectives and cost constraints. We can call on them when needed, which keeps costs under control but we still benefit from their expertise. For example, the new site was designed by a digital agency, but created by Alterian in collaboration with us. The team also help by advising us on long-term strategy and improvements, ensuring we get the most from our budget."

Alex Betti
Web and Publishing Manager
Plan UK

Plan UK increases donations by 17% and reduces site admin by 20% with Alterian Content Manager

The Client

Plan UK is an international children's charity working with the world's poorest children in 50 developing countries, so they can move themselves from a life of poverty to a future with opportunity. Established in 1937, the organisation pioneered what we know today as child sponsorship and this still lies at the heart of the organisation, helping to fund community-led projects that tackle educational and health issues, in addition to emergency and campaigning work.

The challenge

Plan UK's website is an essential link with its individual donors, sponsors, corporate supporters and the wider public. Playing a key role in both raising funds and keeping its patrons and supporters up to date with its work, the site has to engage with a diverse community.

The drivers behind the site's latest overhaul were to make the site more interactive, improve the integration of all its content and increase donations. From an operational point of view, the new site had to be easier to manage and be able to link to the charity's other back office systems.

"We wanted to create a better overall experience for visitors, by adding new elements including social media, video and interactive maps but also improve the site's navigation at the same time," explained Alex Betti, Web and Publishing Manager at Plan UK. "Streamlining the donation process was also important as was being able to link to our CRM system in the future."

The solution

Plan UK was already using Alterian's content management system, Content Manager, but upgraded to the latest version to take advantage of all the new functionality it needed for its redesign. The charity's site now enjoys full integration with its FaceBook and Twitter presence, blogs, interactive Google maps, videos, SEO and integrated donation payments.

On the operational side, the new system has enhanced how Plan UK creates and manages content, as Betti explains: "Our editors find Content Manager extremely easy to use and only need two hours of training before they're off and running with the system. Staff simply write their contribution in Word and drag and drop it into Content Manager. The web team then ensures it complies to corporate guidelines. There's been a 20% decrease in the amount of time we spend purely editing content onto the solution and far fewer requests for IT support from users as it's so easy to use."

The new website has also demonstrated the benefit of a fully integrated website making use of social

media, blogs and videos and now an increasing number of staff across the world want to participate. "We've made it a lot easier for different people to provide content and seen a rise in requests for staff to provide material. Empowering people to create and manage their own content means the site is now a lot more inclusive," continued Betti.

Alterian Content Manager has also enabled Plan UK to link and search tag all of its content via a new taxonomy, giving visitors a better navigational path across all types of content from blogs, resources, news or video, etc. "It makes it easier for visitors to see us as a single organisation and flow between the different sections or between social channels and our blogs," said Betti.

Plan UK is also taking advantage of Alterian's Professional Services team, as it does not have web development skills in-house. Alterian provides a range of support and technical services, from complex programming to developing additional functionality.

"We've built a great working relationship with Alterian Professional Services as they understand our objectives and cost constraints," commented Betti. "We can call on them when needed, which keeps costs under control but we still benefit from their expertise. For example, the new site was designed by a digital agency, but created by Alterian in collaboration with us. The team also help by advising us on long-term strategy and improvements, ensuring we get the most from our budget."

Taking advantage of new functionality

Video: The new Plan UK site takes advantage of Content Manager's video plug-in, allowing video to be displayed without the charity worrying about bandwidth issues or hosting costs.

Social feeds: Integration with Twitter and Facebook make it easier for visitors to move between social platforms and the site and vice versa, extending the reach of Plan UK and its content assets.

Blogs: Previously handled by a third party, blogging is now fully integrated with the rest of the site's content.

SEO: Content Manager makes SEO easier as it allows editors to monitor optimisation levels in real-time as they populate the site, amending code and text if needed.

Alterian Case Study

Plan UK

The benefits

Three months after go-live, Plan UK has seen a 17% increase in online donations and the figure is still rising. Administration of donations has also been streamlined, with website donations now fully integrated with Plan UK's own e-commerce system. Now the process is fully automated, the finance department does not have to re-consign all incoming payments.

Since social channels were built-in to the new site, Facebook and Twitter have become two of the most important referrers for the site. Both are now high in the top 10 of referring sites compared to previously not even making the top 20.

"Alterian Content Manager has made it easier for us to provide information to our audience but it's also easier for visitors to find what they're looking for. Overall, the site is now a lot more engaging" commented Betti. "We needed a new content management solution so we could take advantage of all the latest technical developments, keep up to date and ahead of our audience's expectations. Alterian delivered on all fronts."

Plan UK's next phase of development is to provide a more personalised experience for visitors. Using Alterian Content Manager's API, the charity will be able to integrate the site with its customer database, ensuring supporters have tailored content pushed to them. Other plans currently being looked at include online chat for specific communities, such as real-time chat between prospective supporters and Plan UK's customer relations team.

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

UK & European Headquarters

Alterian

UK

T +44 (0) 117 970 3200

F +44 (0) 117 970 3301

North American Headquarters

Alterian Inc.

USA

T +1 312 704 1700

F +1 312 704 1701

Asia-Pacific Headquarters

Alterian

Australia

T +61 (2) 9968 2449

F +61 (2) 9968 1163

Continental Europe Headquarters

Alterian

The Netherlands

T +31 (0) 35 625 7890

F +31 (0) 35 625 7899

