Crowdoscope - delivering a real-time collective intelligence tool from scratch using 10Duke

Silverman Research, an employee insights consultancy and Unilever, one of the world's largest consumer goods companies, wanted to create a new online tool that collates and analyses employee feedback in an interactive and innovative way.

Due to the complexity of the project and the tight delivery schedule, Unilever and Silverman wanted to use a proven set of components to underpin the application and so turned to the 10Duke APIs.

The Challenge

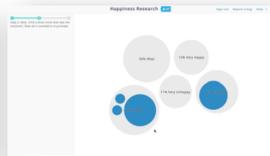› To allow HR departments to harness the collective intelligence of employees through a highly visual survey tool

STEP 1: RESPOND
Complete the survey

STEP 2: RATE
Evaluate the comments

STEP 3: EXPLORE
Delve into the discussion

The Specific Problem

The majority of survey tools that include discussion forums are difficult to navigate and most of the times the feedback disappears with no options for employees to receive individual feedback or to access discussions that resonate within their company.

Silverman Research wanted a tool that facilitates and encourages key issues and opportunities within a business to be exposed and discussed in an intuitive, visual manner. The application, called Crowdoscope, had to provide on-the-spot insights, automated reports/analysis and to manage small or large research groups with participants spread out globally.

For ease of use, the web tool would not ask participants to sign in but access surveys through unique links. Their data had to be easily linked to their profile and be kept secure so a bespoke invitation mechanism was required.

Crowdoscope

Industry
FMCG, Human Resources

Challenge
To provide a visual environment that is used for internal research within companies in order to harness the collective intelligence of employees

Solution components

10Duke SDK

10Duke Identity Provider

Delivery timeframe
3 months

Coverage
Worldwide

Key stats
› Real-time insight
› Automated analysis
› Increased accuracy of predictions & forecasts for HR departments

Website
www.crowdoscope.com

The Solution

The speed of delivery and technical backbone that Crowdoscope required was made possible through the use of select 10Duke APIs. The 10Duke SDK provided the base framework for the application with the 10Duke Identity Provider meeting the specific authentication needs of the Crowdoscope application.

The visual environment required a circle representation for participants and their answers. The UI was reflecting the rated received by each participant from the community through the size of the circles.

Participants were grouped according to a poll question and were given the opportunity to keep track of discussions they were involved with, filter through feedback and see how others rated their comments.

The application included powerful automated analysis reports required by HR departments in order to reduce the time spent in preparing the data while increasing the time dedicated to interpreting it.

Implementation Method

The build of Crowdoscope was outsourced to the 10Duke professional service team development team, using the 10Duke (SDK), on behalf of Silverman Research and Unilever.

Deployment Model

Deployed on SaaS basis from a 10Duke private cloud.

Result

Crowdoscope allowed Silverman Research to produce the level of insight it was looking for its customers and enabled companies such as Unilever to use the tool to engage their employees and increase their accuracy in regards to forecasts and innovation.

› Easy gathering of quantitative and qualitative data
› A 3 month implementation time

> *Online connectivity has made it possible to harvest the collective intelligence that lies within the employees of the largest global companies, even if they are spread across a large geographic area. The 10Duke SDK has provided us with the ability to develop and release a new social technology, Crowdoscope, to take advantage of this opportunity.*
>
> *Michael Silverman, Managing Director, Silverman Research*
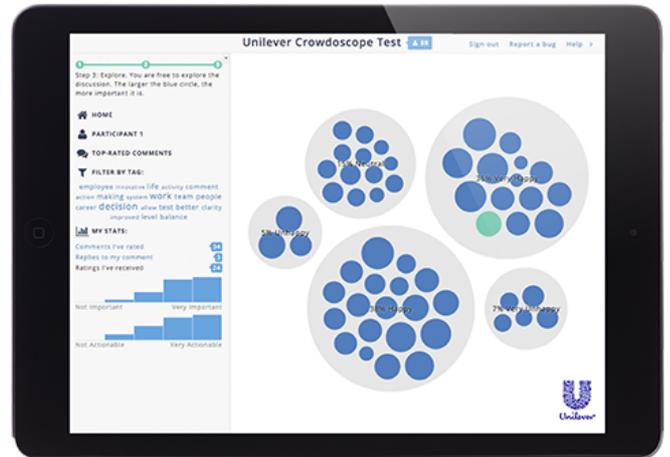
About 10Duke

10Duke provides a set of composable services, delivered as RESTful APIs, that cover capabilities such as Single Sign-On, federated identity management, content paywalls and metering, identity-based licensing, and cloud-based file management and conversion. 10Duke APIs have been used to create award-winning online applications for customers such as Rovio (Angry Birds), the Association of Tennis Professionals (ATP), the BBC, Trimble, Unilever, Arsenal Football Club, and Maserati.