Road Scholar

Opportunity

Not-for-profit Road Scholar is the world's largest and most innovative creator of educational travel adventures for adults. Road Scholar offers 2,000 educational tours in all 50 states and in 150 countries, serving more than 100,000 participants a year. At any given time, 2,000 Road Scholars are experiencing the world on the organization's learning adventures.

Road Scholar wanted to provide a place for its participants to interact one-on-one, delivering a platform for knowledge sharing and relationship building across its broad and diverse participant base. Simultaneously, Road Scholar sought a means for it to better connect with participants before and after educational travel programs, enabling it to deepen participants' connection to the organization throughout their educational journey and experience.

Since Road Scholar serves an older demographic, solution ease of use was an important consideration, as was the ability to have greater control over discussion boards. This would enable the organization to more effectively display and promote topics most valuable to current and prospective participants.

Solution

Deploying Verint® Community™ as a platform, Road Scholar has not only gained more control over its discussion boards, but created a stronger community among educational travel program participants. In fact, the dynamic and easy-to-use online community software has helped the organization fulfill one of its primary goals – fostering more communication between participants.

Taking advantage of the numerous customization options within Verint Community, including plugins, group administration, and the ability to host blogs on the same platform as the community, Road Scholar is able to tailor the participant experience. In turn, it can encourage and drive greater, more efficient, and more effective participant-to-participant interactions.

Verint Community enables Road Scholar to serve its wider audience via public discussion forums and smaller, more intimate audiences through private forums where, for example, individual groups can interact before and after learning trips. Participants who don't meet in person can readily exchange information and develop relationships. Those same participants can return and easily share experiences, knowledge, memories, and more, as well as reconnect with other relevant participants or groups.

Formerly known as Telligent® Community™

VERINT®

Solutions

Verint® Community™*

Industry

Not-for-profit, Educational Travel

Region

Americas

Results

- **Helped the organization fulfill a primary goal of fostering more communication between participants.**

- **Enabled the organization to drive greater, more efficient, and more effective participant-to-participant interactions.**

- **Increased participant involvement, with more than 60,000 registrations and approximately 5,000 groups and growing.**

- **Achieved a significant uptick in both posts and interactions.**

> "We've relied on the [Verint] account and support teams regularly and found them to be incredibly helpful. It's fantastic to have access to such knowledgeable resources to guide us through learning a new system and crafting it to meet our specific needs."

– Mark Fagiano, Digital Channel Director, Road Scholar

Benefits

With Verint Community, Road Scholar has seen a significant uptick in posts and interactions compared to its previous discussion boards. In addition, participant involvement in the organization's online community, both before and after educational travel programs, has increased. Road Scholar now has more than 60,000 registrations and approximately 5,000 groups and growing. Internally, about 25 people use the community regularly, with two dedicated moderators to answer questions and interact with users on an ongoing basis.

"We're using [Verint] to foster community among our participants," says Mark Fagiano, digital channel director at Road Scholar. "Additionally, we can easily share information on the blogs from our featured writers to foster an even greater sense of community."

Using the private subgroup functionality within Verint Community, the organization creates private groups for participants embarking on specific educational programs. This essentially becomes a digital version of the program they will experience in person and something they can continue to contribute to even after their program ends.

Case in point, as well as testament to the Verint Community software's ease of use, is participants sharing videos related to their program experience within the forums. While Road Scholar knew a video sharing capability existed, it was not heavily promoted when the new Verint Community technology was introduced. Instead, the organization's participants found and started to use this feature on their own.

"[Verint] and its support staff helped us develop a seamless system for creating and joining users to private groups," Fagiano explains. "The process is automated, whereby registrations are automatically added, enabling participants to immediately start connecting and sharing information. We've relied on the account and support teams regularly and found them to be incredibly helpful. It's fantastic to have access to such knowledgeable resources to guide us through learning a new system and crafting it to meet our specific needs."

Road Scholar regularly shares information, insights, and developments uncovered from its online community with colleagues across the organization. This is done via weekly internal presentations, as well as updates posted to the organization's intranet.

Overall, providing a place for participants to share their knowledge and experiences has fostered even more growth among the community. First-time participants are able to talk with experienced participants, connections can be made and relationships established before educational programs start, and, perhaps most important, Road Scholar is now able to connect with participants on a whole new level.

"We want to continue to grow the community by adding more users and features, as well as integrating more into our website and with the account features participants use daily," concludes Fagiano.

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