



NG supported The Woodland Trust in obtaining a Single Data View

Founded in 1972, The Woodland Trust works to ensure that the UK maintains its rich heritage of woodlands and trees. In planting new woods and trees, reviving damaged ancient woodlands or saving woods from destruction, they build a greener future and create havens for wildlife.

Background

At The Woodland Trust, we were struggling with the way we managed data. With one person leading an overstretched, under-resourced team it felt like a constant battle. We decided to take a step back and investigate the ways in which other leading organisations, including commercial enterprises, were utilising data to their best advantage.

Of particular interest was the way smarter data capture and modelling could improve our ability to make more informed business decisions and build effective marketing campaigns.

Rickey Jay Elmer, our Business Analyst, commented: "Following a period of in-depth analysis, we realised that despite spending a disproportionate amount of time trying to force information into NG, we were deriving few measurable benefits from the process."

"Our method of pushing data into the system wherever it would fit was not working for us. Information could not be viewed at a granular level, thereby losing its context and becoming virtually unusable for our purposes."

A clear picture of donor/member activity

"To remedy this situation, our obvious starting point was the creation of a Single Data View. We understood that we couldn't view the various elements of support as a single entity, that we had a lot of additional types of information to consider and tie together."

"We decided the best approach was to define the different categories of support as People, Places and Things. This allowed us to provide the relevant information required by stakeholders throughout The Woodland Trust, including administration, marketing and campaign teams, conservationists and supporters."

Moving to a multiple view of our data

"We then moved from a single, to a multiple view of our data. A good example of how this works in practice is a donor who is supporting a specific wood. The donor cares about this wood because it houses a species of tree or animal that they have an affinity with."

Client >

The Woodland Trust

Sector >

Charities and Memberships

Project >

Improve data capture to allow more informed business decisions.

"The project has been really worthwhile for everyone at The Woodland Trust. Now we can more effectively meet the requirements of our stakeholders."

Rickey Jay Elmer > Business Analyst > The Woodland Trust

USING DONOR DATA MORE STRATEGICALLY

"Viewing both of these aspects together gives us a much wider understanding of the supporter's motivations and behaviour. In turn this helps us better define our work and engage with our audience, including consumers, businesses and education providers, with more relevant and targeted messaging."

"Utilising NG, we've now completed the complex task of mapping all entities and have properly channelled and indexed the information from our various original source systems."

Real time data available to everyone

"Now, when data is entered into the source system the information moves into our business intelligence tool immediately. This valuable, real-time data allows us to use our information in a much more proactive manner than we did when relying on historic details."

"The required details are instantly available to everyone within the Trust who needs them, allowing them to do their jobs and progress our objectives much more efficiently."

Rickey sums up: "NG is a business system that has provided us with a central funnel through which we can capture and process all supporter data in an effective manner. This means vital information is now available to the wider organisation to view from any single aspect - people, profile, geographic location, process or objective. We are now going to move our focus to species."

"This project has been really worthwhile for everyone at The Woodland Trust. Now we can more effectively meet the requirements of our stakeholders, all People, Places and Things."

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