



Is our Service Transformative?

Case Studies of Services that Prioritize the Well-Being of Customers and Methodologies for Assessment

CHARLES COLBY, GINA WOODALL, HILARY ROSS-ROJAS

Agenda

- 1.0 Defining Transformative Service
- 2.0 Why be Transformative?
- 3.0 Case Studies:
 - Small Business Lender
 - Educational Technology Firm
 - Education Lender
- 4.0 Questions?

What is Transformative Service?

- “Service fundamentally affects our lives and our well-being as individuals, employees, families, and communities.” –L. Anderson & A. Ostrom, 2015
- Transformative service directly or indirectly impact consumers’, customers’, employees’, and communities’ well-being
- Well-being outcomes can be financial, related to quality of life, health, or access/inclusivity, or aimed at reducing disparities between groups
- This presentation will primarily focus on financial and quality of life outcomes

Why be Transformative?

- Creating positive social impact is part of the mission
- Positive social impact generates positive public perception
- ✓ Being transformative is critical for success

Small Business Lender Study

A small business lender client sought to understand the impact of its pilot micro-loan program to small businesses to optimize the loan product for full launch and market it effectively.

STUDY GOALS

- Understand small business micro-loan applicants' history of applying for/receiving loans to determine financial impact of micro-loan program
- Uncover how micro-loans were used to quantify the benefits of the loans and determine whether the service had a transformative impact on small business applicants
- Determine which benefits the client should develop messaging for in its marketing during the full launch of the micro-loans

APPROACH/METHODOLOGY

- Surveyed 201 loan recipients
- Respondents self-reported loan history and impacts of receiving loan, e.g., actions they took that would not have been possible without the loan
- Used univariate analysis to measure transformative outcomes of micro-loan program

FINDINGS

- Client was able to formulate marketing claims for micro-loan program based on survey findings

Measures of Transformative Service	
Financial	
Provides access to loan funds not otherwise available	✓
Allows small businesses to expand	✓
Allows small businesses to pay employees	✓
Enables hiring new employees	✗
Quality of Life	
Peace of mind to sleep at night	✓

Educational Technology Firm Study

A client in the educational technology industry sought information on college student awareness, use, and perceptions of digital administrative management tools to aid them in their college careers in order to position itself to colleges as a thought leader on helping students succeed.

STUDY GOALS

- Understand awareness and use of administrative management apps on college campuses
- Uncover pain points of interacting with the institution for administrative tasks and benefits of using such apps

APPROACH/METHODOLOGY

- Surveyed 1,000 students aged 18-53 in higher education from an online panel
- Used univariate analysis to measure transformative outcomes of administrative management apps among students

FINDINGS

- The client had information necessary to position themselves as a thought leader on college student success
- The client used these findings to demonstrate the social and financial value of their tool

Measures of Transformative Service	
Financial	
Minimize college costs	✗
Graduate more quickly	—
Reduce number of courses not needed for major	—
Keep up-to-date on financial commitments	✓
Quality of Life	
Reduce overall stress	✓
Feel more successful in academics	✓
Quickly adjust to college	✓
Get more involved in campus life	—

Lending Study

A client in the education financing industry sought to understand how its customers compared to consumers in the general market on life success outcomes.

STUDY GOALS

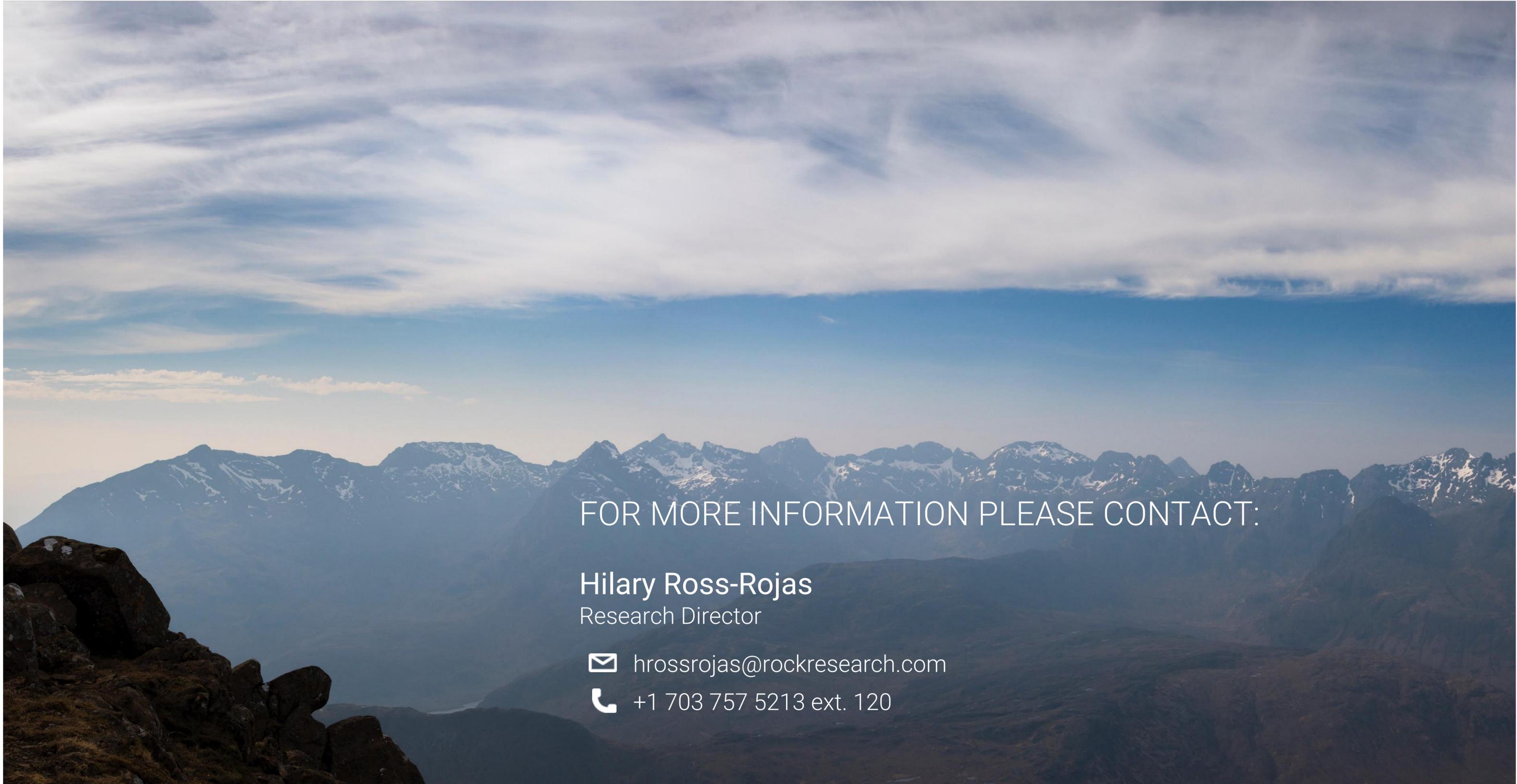
- Understand how the client's customers compared to peers on outcomes such as employment, compensation, management of debt, personal finances, and perceptions of success and stability.
- Determine areas of success or lack of success to identify if there was a need to focus more on customer outcomes.

APPROACH/METHODOLOGY

- Surveyed over 2,000 client customers from their list and panels, and a control group of non-customer borrowers with different types of debt identified from an online panel.
- Used two-stage regression modeling to control for factors that may explain differences between groups: age, gender, community, school type, field of study, and educational attainment.

FINDINGS

- Study quantified the differences in success outcomes between the client's customers, competitor customers and those who did not rely on debt.
- The client had credible information to inform strategies and goals for improving customer outcomes in the future.



FOR MORE INFORMATION PLEASE CONTACT:

Hilary Ross-Rojas

Research Director

 hrossrojas@rockresearch.com

 +1 703 757 5213 ext. 120