Member Self-Service Portal Changes the Way Listeners Engage With Public Media Company

The Situation

A major-market public media company operates multiple broadcast radio stations, streaming services, podcasts, and mobile apps. The company is one of the largest and most respected public media organizations in the United States. With a reputation for creativity and innovation across all platforms, the company provides news and insights, thoughtful conversation, and meaningful connections to diverse audiences throughout a major metropolitan area. The media organization had long relied on broadcast membership drives to grow its donor base and engage with listeners and supporters. However, new digital technologies and shifting consumer preferences created a demand for tools and services that would enable listeners to build and maintain relationships online.

The Challenge and Goals

The media company understood that consumers today expect digital self-service tools to manage most aspects of their lives. As a result, the company decided to change the way listeners engaged with the company through digital experiences. In order to reduce the cost of onboarding new members and maintaining member information and renewals, the company set out to build a one-stop digital destination that would allow members to manage their own data and donations – without having to call into the company's small customer service team every time they wanted to make an update. With 200,000 active and prospective donors to manage, the customer service team was already overextended.

In order to develop a feature-rich member self-service center with easy and secure member registration, login, authentication, and authorization – as well as the ability to seamlessly integrate with the company's customer relationship management (CRM) system – the company decided that it needed a robust customer identity and access management (CIAM) solution.

COMPANY
Major-market public media company

INDUSTRY
Media and entertainment

SOLUTION
Akamai Identity Cloud

KEY IMPACTS
- Easy, frictionless account registration and login process
- Almost immediate 21% increase in monthly donations
- Customer service team can now focus on other high-value activities

Why Akamai Identity Cloud

The media company evaluated multiple CIAM solutions, ultimately selecting and deploying Akamai Identity Cloud. The self-service member center launched with great success; nearly 5,000 members created an account in the first week alone. Within a short time frame, more than 25% of all active donors had created an online account, resulting in a 21% increase in monthly donor contributions. What's more, the self-service portal added 20% capacity to the customer service team, allowing representatives to handle more complex member issues and dedicate more time to high-value activities.

When members enter their email address to register on the site, the portal performs a back-end match against the CRM system, identifying the member and pulling their account information into the member center. And although the original objective wasn't necessarily data hygiene, the company found that allowing members to view and update their own data produced huge efficiencies, ensuring that the company had captured the most accurate and up-to-date member information in the system.

As the media company saw membership numbers and member data drastically improve, it also witnessed increased customer retention and overall satisfaction with the user experience. In order to drive account creation, the company enabled registered members to launch a digital audio player and listen to uninterrupted programming during on-air pledge drives — an incentive that many members took advantage of immediately. As the site continues to evolve, the company plans to offer additional digital member benefits, including personalized on-site content and advanced access to purchase hard-to-get tickets for the media company's live shows.