

Doubling engagement of animal welfare education with a new digital solution

 webtown

 Liferay®

SERVICE PARTNER
PLATINUM
MULTINATIONAL



The RSPCA's mission is to ensure that animals have a good life.

Reducing cruelty and neglect is their first ambition, and a key strategy for that is educating people so that they will treat animals better.

As part of a programme of digital transformation being delivered at the RSPCA, Webtown helped them deliver a new digital platform for animal welfare education. When the solution went live there was an observed increase of engagement from 40% up to 78% throughout the site. The library and practical activities all have engagement rates averaging ~90% engagement.

The solution was delivered quickly, facing a hard deadline to hit the start of the school year. This was made possible by the rich built-in functionality of Liferay and the rigorous agile processes and user research performed by the RSPCA's education and UX teams.

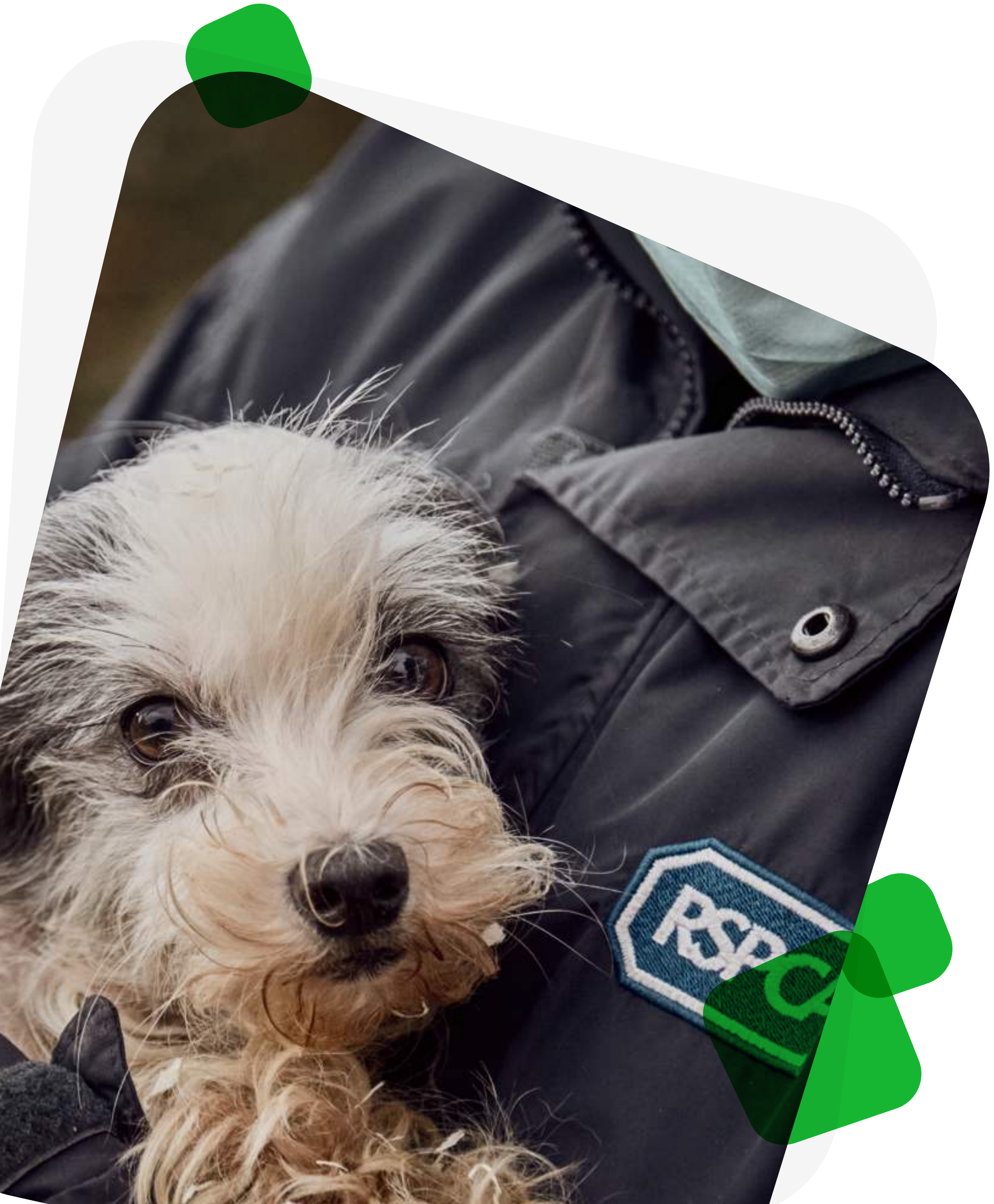


"I would recommend working with Webtown because of the high level of communication and engagement. They got involved in the "Why" of the project - that it was all about making animals' lives better. That's just so important to create the best possible output that you can."



Lee Read

Project Lead for Prevention Education at the RSPCA.



Challenges

The existing education program was a program of educational content, distributed as PDFs to educators. This posed several challenges:

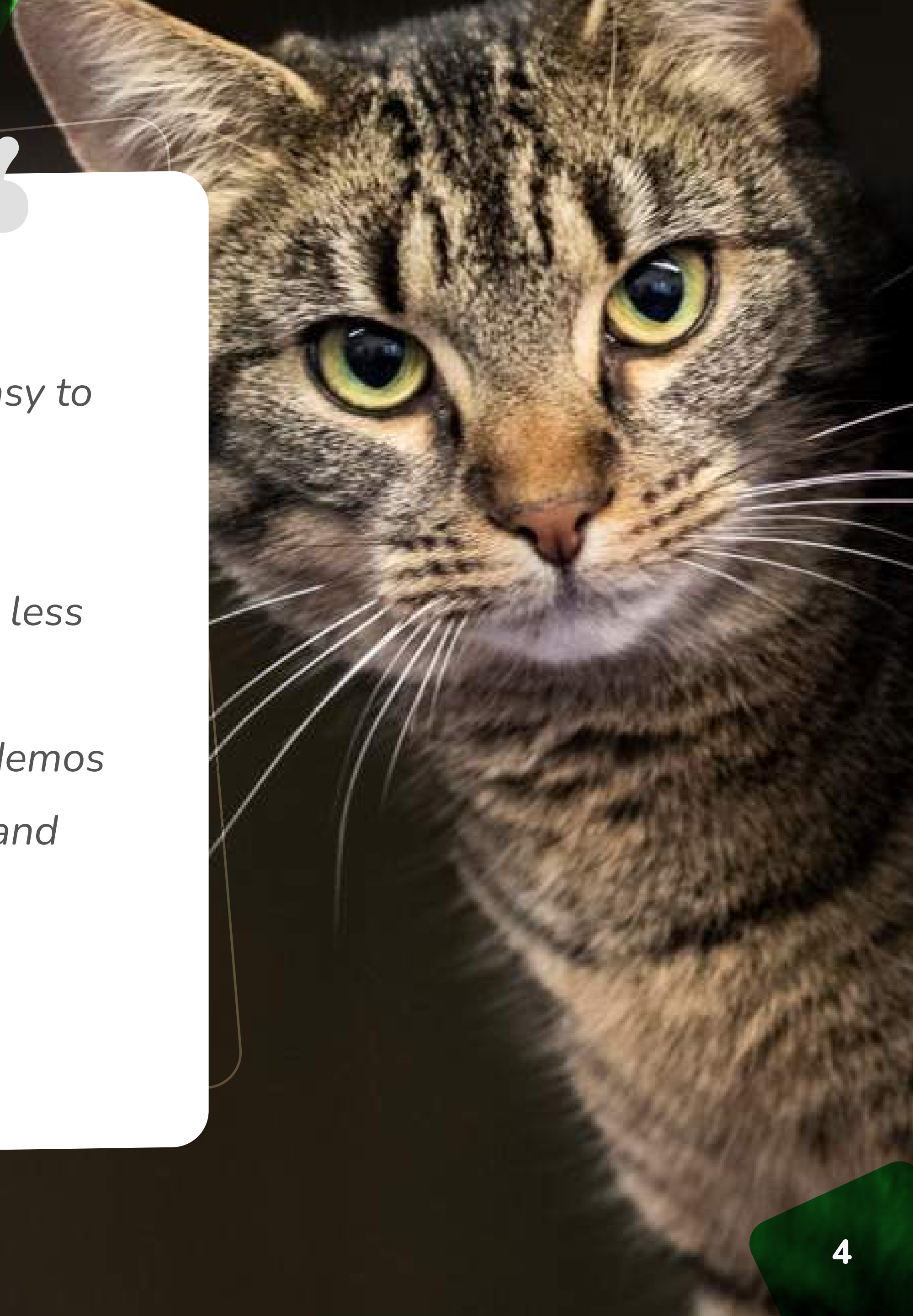
- The materials went out of date quickly. The guidance changes often, as we learn what animals need. One example: Did you know that rabbits should not actually eat carrots?
- The education delivery could be improved, leading to increased engagement with learners. Educators and learners prefer interactive learning experiences outside of the classroom.
- There was no effective means to measure the impact or engagement levels of the materials once they were distributed.



Key takeaways

- Early feedback from users and a preliminary soft launch proved invaluable. The initial user research led to big changes in the project scope. Aligning the content and features with educators' needs increased the engagement rate from 40% to 78%.
- The team successfully met a hard deadline, delivering the programme in time for the new academic year by using Liferay's out-of-the-box functionality and prioritising project scope based on user feedback.
- Introducing new online-to-offline journeys enhanced impact reporting, ensured access to up-to-date materials, and facilitated insight-led teaching.



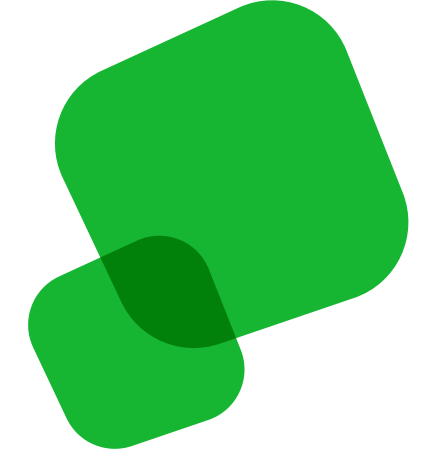


“We created a fun, beautiful and engaging journey, despite the complexity behind it. People love it because it's intuitive and easy to use. Liferay has so much capability, and **Webtown** was really **helpful** because they advise what's available out of the box. Sometimes we could get 80% of what we asked for with much less effort. The project went smoothly, despite the hard deadline pressure. It worked well because we had show-and-tells and demos each week, developers were there for real-time conversations and the team found good ways to work together.”



Vanessa Sparkes

Programme Manager - Digital Transformation



Implementation

- The team designed an effective online-to-offline-to-online user journey:
 - Create educational content within the system which can be printed out.
 - The printed materials can be taken out into nature so that the educators can deliver a meaningful educational experience.
 - The educator can then input the results into the system to get a certificate and a thank you from the RSPCA.
- The new user journey solved many problems at once: Content was delivered digitally and can be updated easily, delivery was optimised to be insight-led and engaging to students, and the materials encouraged real-world impact and engagement.
- This in turn allowed the RSPCA to effectively measure how many lessons were delivered and how many students received certificates. This enabled great impact reporting which allowed the follow-up stages of the project to be funded easily.
- The project had a hard deadline as it was to be used for the upcoming school term. Webtown enabled this delivery through an agile and most importantly collaborative approach, including ongoing reviews of scope to ensure we maximised resource and time whilst the project was underway. They also brought great product knowledge of Liferay, so they could benefit from built-in functionality.





Results

The project was delivered on time, and the project has achieved very positive results. Signups are ahead of target, engagement rate has gone from 40% to 78%, and most importantly the educators love it.

Some early user feedback:

"This is all fantastic! I really like that the kids will be able to explore and learn even if they don't have any pets themselves.",
"The activities are all simple and low-cost which is a bonus as a mum of multiple kids!" and *"The website looks great and there is definitely a lot there that we could use in school and in the local area".*



*Working with **Webtown** was great. We had weekly deliverables, so I could see the system unfold in front of me. The project owner helped manage the scope and offered opportunities to use Liferay's out-of-the-box functionality where possible. Using Liferay across our digital transformation projects also means we can get all the systems talking to each other.*



Lee Read

Project Lead for Prevention Education at the RSPCA.





Unleash your growth potential

Use this report to identify your stagnation points and unleash growth potential. The case study underscores the significance of aligning initiatives with user needs and rapidly adapting to changing landscapes. By empowering teams with self-service capabilities, businesses can take control of their transformation journey, freeing technical teams to prioritize customer value over technical debt.

The RSPCA's success not only lies in achieving a remarkable engagement boost from 40% to 78% but also in elevating the conversation to a strategic level and the boardroom. This shift in focus creates an environment conducive to ambitious initiatives and innovative ways of leveraging technology.

For enterprises aspiring for growth, the key takeaway is to foster a customer-centric vision that resonates across stakeholders. Empowering teams with self-service capabilities becomes the catalyst for transformative change, allowing businesses to not only meet customer expectations but also drive strategic initiatives that shape the future of the industry.



About Webtown

Webtown is a customer-centric software development company. Our collaboration extends to enterprises and government entities, where we specialize in creating engaging websites, user-friendly self-service portals, and cutting-edge B2B commerce solutions.

With a focus on customer satisfaction, Webtown stands out as a partner committed to crafting interactive online experiences. From dynamic websites to intuitive self-service portals and advanced B2B commerce solutions, we bring our customers' digital vision to life.



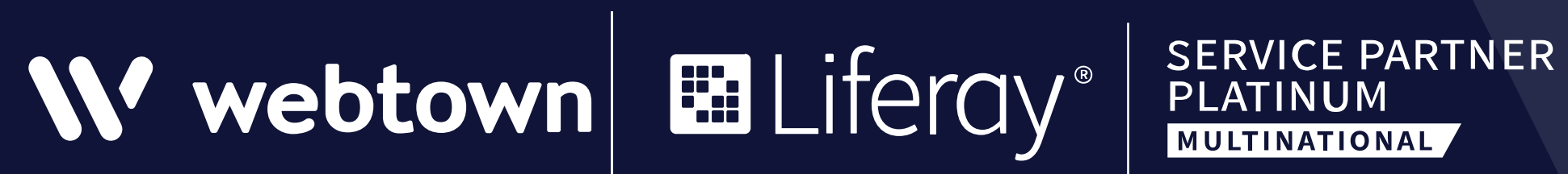
15+
years of experience



200+
successful enterprise projects



60+
experts on board



Liferay is a **Digital Experience Platform**, which allows you to take control and create your customer experiences yourself. Its enterprise-ready architecture is ideal for customized, integrated experiences. It provides high flexibility and low TCO because it's open source.

Liferay: Gartner Leader for 11 years

"Liferay is the leader you can rely upon."

Magic Quadrant for Digital Experience Platforms

Gartner

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