Opinion Mapper

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NHS organisations face an increasingly complex and fragmented communications and engagement challenge. The numbers and disparate range of their stakeholders and service users are growing rapidly. They also have to operate in a context of unprecedented financial and service challenge, with increasingly demanding, vociferous and unpredictable combinations of local users, decision-makers and opinion-formers.

Historically, they have typically collected and analysed details of local opinions and viewpoints in a haphazard fashion using multiple and unconnected processes and tools, for example spreadsheets, contact lists, reports and presentations. This has made it difficult to create a unified view or understanding of the totality and overall balance of local opinion and, just as importantly, keep this unified understanding up to date as opinions develop and change over time.

This has also made it difficult to robustly assess the effectiveness and outcomes of communications and engagement activities.

What is our solution that meets this challenge?

A powerful business intelligence, analysis and communications tool which combines survey, database, business presentation and web technologies in a single integrated solution to deliver a range of business capabilities and outcomes normally having to be held and managed separately in customer relationship management systems, disparate spreadsheets, reports and powerpoint presentations.

Data and information can be entered directly into the underlying database or can be imported from existing spreadsheets or documents that the organisation already exists.

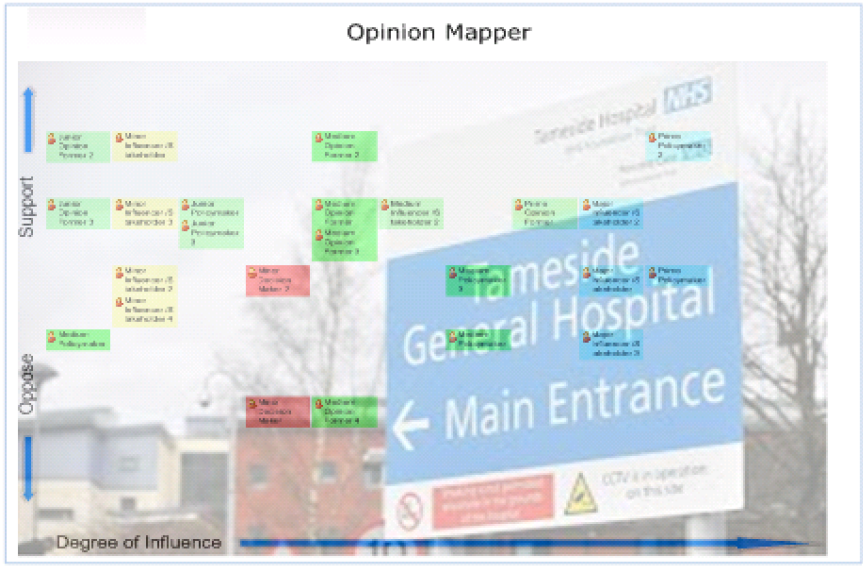
The solution is built upon industry-standard Microsoft products - SQL Server and MS Office and can be hosted and delivered off-site in a standalone capacity or integrated with existing systems and networks

What does it do?

By combining data and, intelligence and business knowledge in a single unified capacity, Opinion Mapper delivers for the organisation the capacity to
(i) transform unified understanding of opinions on selected topics of local stakeholders, decision-makers and opinion formers,
(ii) create and maintain unlimited numbers of bespoke contact lists, mailing lists and analyses,
(iii) develop sophisticated and highly targeted engagement and communications strategies, and
(iv) track and demonstrate through powerful visuals the impact and success or otherwise of engagement and communications activity with identified targets or groups.

How is the product delivered?

Firstly, we work with the client to develop a single comprehensive list of their local stakeholders, decision-makers and opinion formers. This is typically done by combining and quality assuring existing lists and augmenting them to plug any identified gaps. This single comprehensive list is then imported into our Opinion Mapper unified data repository.

Secondly, we work with the client to identify the most important topics and issues on which they need to understand local opinions. For each and every identified stakeholder, decision-maker and opinion former, we allocate 2 measures (scores) - (a) degree of influence and (b) degree of agreement or disagreement on each topic or issue. This exercise typically identifies where views are known or not. We agree with the client how to plug existing gaps in their knowledge (eg through surveys, conversations, 'on-the-ground' intelligence and correspondence).

Thirdly, The results of this analysis is held and managed through the unified data repository. It can be continually upated as further intelligence is obtained and refined. At any time, we can provide the client with a depiction and/or anlaysis of the total range of opinions - mapped to each stakeholder - in a variety of methods and formats (including visual web matrix, powerpoint presentation, Word or PDF report, excel spreadsheet). We can also, if required, provide analyses of subsets of the total stakeholder database according to queries (eg local decision-makers only, or only those stakeholders with a positive view). This enables us to create highly targeted mailing lists and target sheets for bespoke communications and engagement activities and messages.