



# **Pixl8 Guide to: Digital transformation**

What is it and how can it deliver  
results for you?

## Digital transformation in membership

Digital transformation is relative to perception, potential and sometimes gritty determination.

The nature of your organisation - whether it's a digital startup, offers an online/offline mix or maintains a limited digital presence - will in part determine how a digital transformation project can be considered.

With the acceleration of digital, there has never been a better time to consider where you are now and where you could go with the right direction, systems and focus.

The unprecedented global challenges from 2020 have encouraged, provoked and in some cases forced digital change. In this whitepaper, we'll share our ideas and encouragement as to how to embrace and thrive in times of unpredictability and uncertainty.

We want to thank our fantastic team at Pixl8 as well as Chrysalis Digital and RD Mobile for sharing their thoughts in this whitepaper.

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## Think beyond digital

While we deliver digital solutions, I have seen the impact of digital transformation to be wide-reaching.

At its simplest level transformation means you are in a better place than you were at the beginning. We want to repeat this process again and again with our clients to exceed expectations with users and beyond.

Transformation can have unexpected benefits such as creating jobs, inspiring communities or saving valuable time and resource. Let me share with you what I see are key components as to how we deliver transformation with clients:

- **Explore, define and then challenge objectives** - always know what you want to achieve before you talk tactic and functionality
- **Consider needs as well as barriers** - your members, donors and customers - by grouping customer needs you can deliver tailored, informed benefits
- **Take stock of what's needed to make it happen** - consider what you will need from your people, process and regulatory and how to draw on us to complement your team
- **Review and repeat ongoingly** - best results are gained from ongoing optimisation; we love to see ongoing improvements with our clients

*Alex Skinner*

*"I have a restless need to constantly evolve what we offer as an agency. Digital ambitions and needs vary across clients and their customers but I can stand back and see emerging patterns."*

Alex Skinner, Co-founder and CEO  
Pixl8 Group



## Digital transformation definitions

Considering what the evolving term of digital transformation stands for is important to concisely consider. We have crafted our own definition (which may change in time), and are sharing from industry leaders and our own Pixl8 specialists.

### **Pixl8 definition:**

Digital transformation delivers tangible, positive and at times surprising results that exceed organisational aims and customer expectations by capitalising on high performing digital channels to deliver sustainable and ongoing excellence.

### **Accenture:**

We think about digital transformation as more than just technology, it's about rethinking business models, operations, and relationships with customers and ecosystems.

### **Brian Solis:**

The realignment of, or new investment in, technology, business models, and processes to more effectively compete in an ever-changing digital economy.

## What our team says



*"A true sign of digital transformation is when people in the wider organisation see the benefits of digital solutions and begin to think of new ways of using them to solve problems and drive them forwards."*

Neil Rosewarn, Co-founder and Head of Consulting  
Pixl8 Group

*"UX Design is an essential part to successful digital transformation. It makes the digital transformation journey easier by not only validating the direction of transformation but also removing confusion and ambiguity along the way."*

Luke Holderness, Creative Director  
Pixl8 Group



## Pick and mix options

Digital transformation is a relative term; it depends where and who you are and where you want to go and can go. For you it could mean all or just one of the following:

- Option 1: A way of thinking
- Option 2: A way of linking systems
- Option 3: A way of optimising content
- Option 4: Giving customers what they want
- Option 5: Giving customers what they don't know they want

It could also mean something very different for you, your team or your organisation. As you read each section consider how much this matches your own achievements or potential. Self-knowledge is a good place to start or develop your own organisation's digital transformation.

## What's your definition?

We'd love to hear it:



@Pixl8 Group



@pixl8



@pixl8group



info@pixl8.co.uk

## Option 1: A way of thinking

For digital to truly transform, there needs to be an understanding of and appreciation for the digital experience.

This can be the full 360 so that your members, donors, prospects and beyond appreciate your digital offering and are wowed with your innovation. For staff, from the digital gurus to those who it may not be central to their role, it is important that digital is at least appreciated by all and developed and invested in by some.

A good digital transformation project will assess where all these groups are and identify what will be needed to change their views beyond areas of frustration or scepticism to the realms of possibility and even wonder.

## Making it happen with consultancy

Our consultants can help you consider, define and stretch your digital visions.

Through an inclusive discovery process, we work with our clients to assess their digital maturity and identify long-term opportunities and quick wins. With a focus on collaborative learning, we provide strategic and creative guidance as our experience shows that early buy-in can be a major contributor to successful digital transformation projects.

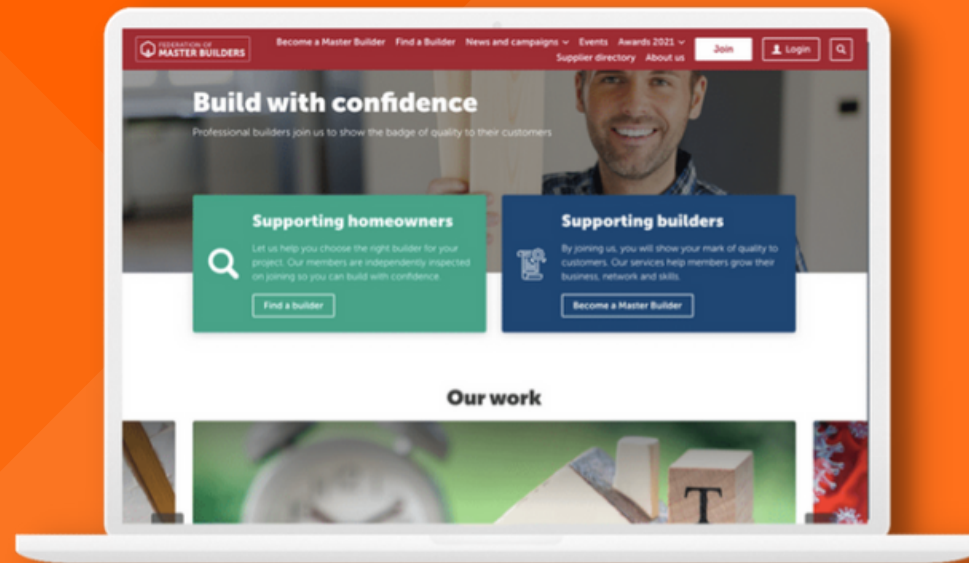
See us as an extension of your team. We can work with you to map out and deliver radical or iterative changes. Draw on our skills and experience for the build and launch of websites or the optimisation of your existing activity.





*"We love the new website! It's great to see the results we're already getting and how much more the team and members are using it. My favourite feedback so far ".....it's like going from a Nokia 3310 to an iPhone 12!" And you can't get better than that!"*

Liz Porter, FMB



## Focus on: The Federation of Master Builders

The Federation of Master Builders is the UK's leading trade organisation for the building sector.

In a competitive marketplace members gain standout as the FMB vets them and this mark of approval helps members grow their business.

Pixl8's consultancy team worked with the team to define and stretch their goals. The new website is attracting, nurturing and converting more professional builders to members and more consumers to reassured customers.

The new website launched in November has delivered phenomenal results for the organisation already and there is a growing sense of digital confidence looking to the future:

- Conversion rate for applications almost doubled
- 30% increase in membership applications
- 30% increase in visits to the join page
- 60% increase in site speed

## Option 2: A way of linking systems

The desire and potential to deliver more meaningful and timely communications that have impact for both customers and organisations is now a familiar concept to all seasoned digital professionals.

However, being able to deliver a vision can prove challenging for some organisations and often a key reason for this is dis-integrated systems. As both a client and a consultant I have witnessed many workarounds to deliver communication and marketing visions. The results can be transformative but the journey can be time-consuming and the staff costs are often not recognised on the budget lines.

By eliminating the need to integrate and use APIs across multiple platforms, organisations can capitalise on rich data to segment and deliver across digital systems. Single platform solutions can provide a deft opportunity to marry vision with delivery in real-time.

**Lucy Conlan**

Senior Marketing Strategist  
Pixl8 Group

## Making it happen with Preside

Why have multiple systems when by choosing one you can deliver more effectively?

Pixl8's Preside platform delivers a comprehensive membership experience across CMS, CRM, email and events systems to make transformation a tangible and at times automated reality.

The way that the Pixl8 CMS links with a range of other software solutions means that you can grow and develop your membership systems and experience without the need for additional apis and integrations.

**Focus on what you want to deliver and draw on our established solutions to make your ambitions a reality.**



## Focus on: The Bar Council

MyBar has transformed the way that The Bar Council and the Bar Standards Board manage membership processes, data and communications.

The portal enables member legal professionals to apply for practising certificates, request ID cards, complete surveys and book training & events.

Pixl8 Group replaced a multitude of paper-based processes, web applications and siloed data streams with a single integrated scalable solution. Teams across the organisations fed into the transformation process - creating passionate advocates for the project and a growing demand for digital.

Integrating a new CRM and portal, MyBar has grown the Bar Council's user base, services and insight into members. A newly launched service for students will ensure that the success of this award-winning transformation project continues.



*“Sometimes, changing your daily routine can have a dramatic and positive impact. Working with Pixl8 and the Preside platform, we can help transform your manual repetitive tasks and automate/optimize them saving your organisation time and money!”*

Niall O'Doherty, Technical Services Director  
Pixl8 Group

### **Option 3: A way of optimising content**

Sometimes transformation can be achieved by delivering great and inspirational content to your members and supporters.

You can help people achieve their own personal goals in their jobs, by gaining promotion or collaborating as a team. For charities, standout content can give your cause a competitive edge so you attract more donors and volunteers.

The phrase ‘Content is king’ probably pre-dates the zeitgeist of digital transformation as an industry buzzphrase. By understanding your existing and potential audiences interests and digital appetites as well as your own potential for delivering content is the key to success.

**Knowing what good content you already have, understanding content gaps and delivering the right content to the right audience can provide demonstrable, transformative results.**

### **Making it happen by understanding audiences**

Great content is what will draw new and existing members, donors and prospects to your website. With social media serving up a rich feast of stories; your website needs to be a place that people will turn to when they want more depth.

We can analyse the success of your content and campaigns through Google Analytics to provide insights on pain points, opportunities and suggested improvements. Optimising conversion is often a key aim for our clients so we collaborate to develop frameworks for content audits, implement UX best practice or enhance taxonomy and navigation structures.

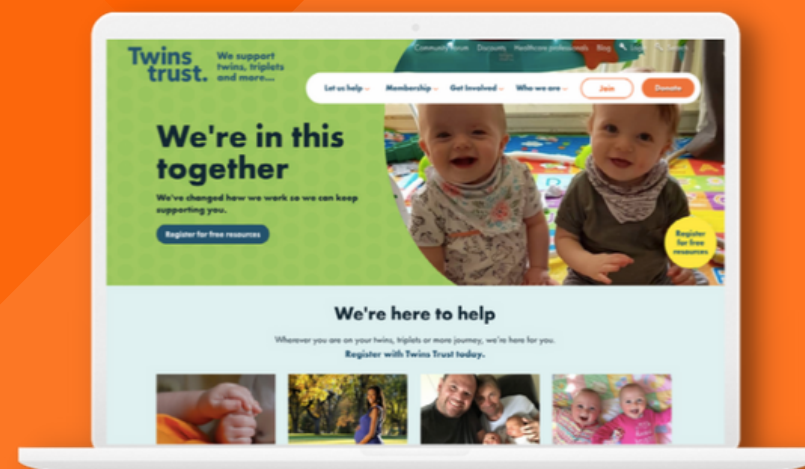
**Let us work with you to make your content sing out so it inspires, guides and informs an ever growing base of web visitors.**





Nikki Roberts, Twins Trust

*"The new membership process has literally transformed the way that we work. Other time savings have given us the opportunity to think more strategically about our communications, helping supporters to get the information they need at the right time."*



## Focus on: The Twins Trust

The Twins Trust know their members incredibly well and have one of the most impressive approaches to tailored emails and content around.

We worked with this charity to consider how best we can direct and prompt expectant and at times anxious parents-to-be to deliver a range of thoughtful and practical services.

We considered how best to present and promote membership to demonstrate its value to cash-conscious families but to also consider the needs and potential of parents, social workers and health professionals. We steered the charity to gain a balanced approach to encourage engagement as well as donations.

The results were dramatic right from the start and the feedback has been heartwarming. Within the first month alone, the membership base grew by 15%.

## Option 4: Giving users what they want

By understanding what your key audiences want and need through their current interactions and feedback can give you a good steer of what they are interested in as well as what their aspirations are.

If people are not opening your emails or exploring your website you can see that improvements are needed.

Transformation can happen by getting it right more of the time, seeing the evidence and creating a culture of ongoing optimisation.

Intelligent delivery will identify aspects such as knowing when and how people will access content as well as considering what they need in their working or personal lives.

## Making it happen

We can work with you to understand what makes your members, customers, donors and prospects tick.

We can understand the likes, dislikes and aspirations of your audiences. We can provide you with rich information from data analysis, survey insights and interviews.

Let us consider the underlying trends, nuances and evidence so we can advise you about how to grow your membership base and deliver on your business goals. We can help you deliver what your customers and members need right now and for the foreseeable.

***“At the Kings Fund I asked our core base of senior health sector professionals to feed into the email strategy. They told us “We trust you; you have valuable information for us. Just tell us what we need to know briefly each week.” Email engagement grew but more importantly so did our event attendance and reach.”***

Lucy Conlan, Senior Marketing Strategist  
Pixl8 Group

[www.pixl8.co.uk](http://www.pixl8.co.uk)



## Option 5: Giving users what they don't know they want

Digital disruption. This is where the magic really lies.

To really transform people's perception of digital, deliver something really surprising and unexpected. If we think of our memories, the exceptional activity is what has real standout for us. If you can provide opportunities to interact, share or learn in innovative ways, you really are transforming at a very deep, resonant level.

This could be an opportunity to consider and connect with sector peers - to showcase your own talent or take a different direction. You may not have considered the potential of 'Big Data' but a vlog or blog has inspired you or shown you the way. Organisational sceptics may have changed their mind based on the simplicity and boldness of your plans combined with the potential to deliver from a single, data-driven platform.

Consider this; when were you last surprised by a digital experience and when did you last surprise your organisation's digital audiences?

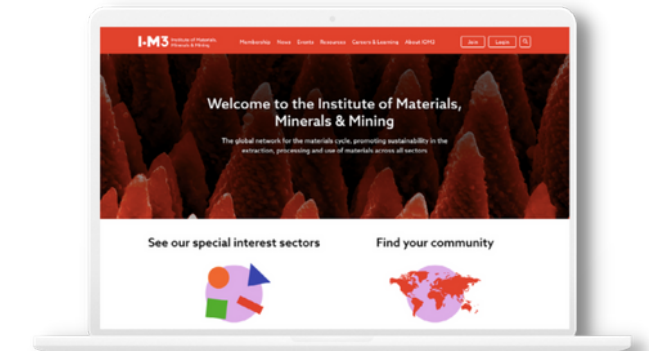
## What great looks like

Understanding and believing in the art of the possible can be the springboard for digital transformation.

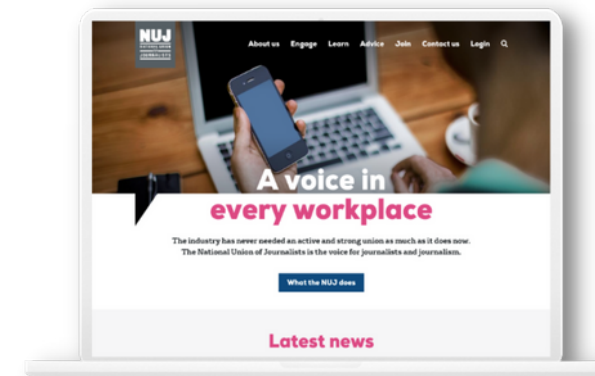
Let us inspire you with some of our recent work:



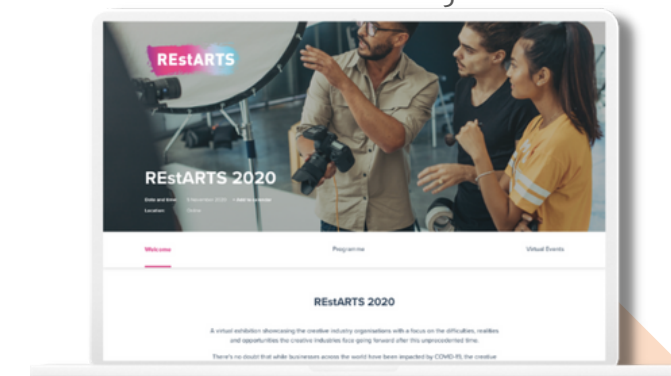
The Institute of Leadership & Management



Institute of Materials, Minerals and Mining



National Union of Journalists



Federation of Small Businesses

## Stretch your limits; draw on our experience.

We have worked on a wide range of projects where the outcomes are far-reaching and more ambitious than could ever have been considered at the outset. These results often arise by a focus on collaboration, combined experience and a 'make it happen' attitude.

Examples of transformation have seen online sales more than double; website traffic rise by 35% in 3 months and a growth in secondary audiences such as consumers that have a beneficial to the primary membership audience.

For me, the transformation can also be personal. I was deeply moved by feedback at a women's leadership programme awards ceremony where people were saying "this course has changed my life". Without a hardworking website and email programme, that woman would not have attended that event. Magic.

Let's aim high together.

*Lucy Conlan*

**Lucy Conlan**  
Senior Marketing Strategist  
Pixl8 Group

## Sharing perspectives

We have asked other industry experts what digital transformation means to them. Read on to hear their thoughts.

*Chrysalis*  
DIGITAL

**rd** mobile

## Chrysalis Digital: Capitalising on data to meet growing expectations

I'd rather talk about 'Digital Change' than transformation as the word transformation suggests that it's just one big piece of work rather than the smaller series of iterative changes it really is.

In all cases for my clients it's about doing the simple things well, educating and cultivating the internal capability so the knowledge remains with client. In the membership sector the stakes are high and getting increasingly complex with members demands and expectations growing exponentially. As siloed systems start to creak and data becomes further fragmented organisations need to look deeper than buying new technology.

Instead, they must critically review business processes, undertake serious data analysis to enable the organisation to flourish on data insights not stagnate on some preconceived view of the member.

**Ben Sturt**

Managing Director at Chrysalis Digital



## RD Mobile: Leveraging technology to create connected experiences

The past 12 months have shone a light on the importance of "connection" and what it means to us – as individuals and organisations.

We've realised that connected experiences bring us closer together, help us make sense of the world, and propel us forward.

Whether by design or necessity, connection has become the driver for our digital efforts. We're putting connection firmly at the center of our digital strategies with innovative, virtual delivery of events and through mobile delivery of content and member services.

Digital transformation is about rethinking "traditional" and leveraging technology to create experiences that better connect members to our organisations and to one another.

**Russell Magnuson**

CEO at RD Mobile



## Want to hear more?

Visit [pixl8.co.uk](https://pixl8.co.uk) for more examples of our work and resources to inspire you.

### Follow, follow, follow

Do the social thing and follow us plus sign up for news, stories, tips and inspiration with The Forward newsletter.



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Sign up to The Forward at  
[pixl8.co.uk/the-forward.html](https://pixl8.co.uk/the-forward.html)



Take the next step of your digital transformation journey and get in touch with us so we can consider your best options with you and your team.

Clients turn to us asking for a new website, intranet or event system that can lead to digital transformation. Some clients ask us for digital transformation that is defined and others asking us to scope what digital transformation could mean.

## Talk to us about

- Digital strategy
- Analytics and insights
- UI & UX design
- ReadyMembership
- Bespoke development
- Systems integration
- Digital experience platforms



Your digital ambitions delivered.  
**And then some.**

**Get in touch**

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