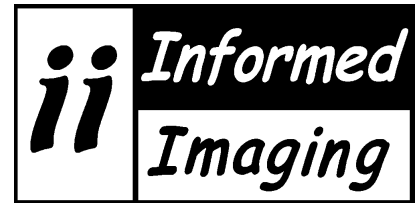


Client: National Federation of Women's Institutes
Industry: Institutes and Organisations
Service: Bureau



The Women's Institute Movement in Britain started in 1915. Today there are approximately 220,000 members making it the largest national organization for women in the UK. The National Federation of Women's Institutes (NFWI) is located in London and is made up of many hundreds of self-governing WI's across the country, which are structured into 70 regional Federations.

Problem

Lack of membership details

To date it has been very difficult for the NFWI to deliver any centrally organised communication to members due to the fact that individual member information is held at WI level and not at any central point in the organisation. Under this structure, the WI's depended on the regional Federation secretary for communications to and from the NFWI and, when a Federation secretary left the organisation, it was almost impossible to contact individual members until a new secretary was established.

Need

Membership database

The NFWI decided it was necessary to build an electronic database of its members. Additionally, the Institute wanted to get feedback from women on what they thought were the major issues facing the organisation in the 21st Century. To achieve this the Institute commissioned a questionnaire to build the database and a separate survey to record the views of its membership.

Solution

Working in partnership with Perry Nichols consultancy, Informed Imaging was asked to carry out the work of producing and delivering both surveys. Additionally, it was commissioned to capture, clean, and verify the returned data for on-going analysis and reporting.

Surveys

The database questionnaire included standard questions relating to the members' contact details whereas the survey questionnaire was anonymous and aimed at collecting views from the membership about the WI and its future directions. Appropriate quantities of each of the surveys were delivered to every regional Federation for distribution by the secretaries.

Returns volumes

Over an 8-week period 78,000 database questionnaires and over 80,000 8-page anonymous survey questionnaires were returned to Informed Imaging, enabling the Institute to add over 1/3 of its total membership into electronic format in one stroke. Before processing took place, every survey questionnaire was allocated to their respective Federation and an equal percentage sample size was taken from each Federation for data capture. This way the views from each Federation were reflected in proportion to their membership.

Data capture

In total 800,000 pages of data were processed in the 8 week period. To capture this volume effectively Informed Imaging used 2 high-speed scanners to generate images of the surveys, and used its networked forms processing system to automatically extract data from the surveys. Contact details were cleaned and validated against the Royal Mail postal address file and, to ensure the highest levels of data accuracy, key fields within the surveys were both read automatically and manually keyed.

Outcomes

Membership views

This survey represented the largest single feedback of WI members carried out to date. It therefore provided an important source of information to the NFWI about the wider views of its membership. The reports generated from this volume of data will assist the NFWI in developing its planning strategies for the future.

Member details

All 78,000 members who returned a questionnaire were added to the database and now can benefit from communications directly from the NFWI.

Benefits

- Building the database has allowed direct contact with WI members, improving communications on topics such as training, education, events, fund raising activities and NFWI news.
- The survey has provided the NFWI with up-to-date feedback from a very large percentage of its membership, which provides a rich source of information when planning for the future.
- The NFWI is able to more accurately track subscriptions from members, which has improved the level of service provided by the Institute.

Data Management Services

Overview

Informed Imaging's Data Management Services offer an ideal outsourced solution for document scanning and content data-capture. Our streamlined production facility can quickly convert paper information into useful, formatted, electronic media with fully indexed images.

Scanning Services

The facility is well-equipped with modern scanning equipment designed to handle work of differing complexity and varying document types. Using high-speed automatic feed scanners, documents from A6 up to A3 size can be quickly and efficiently processed. Images can be stored in bi-tonal (black and white) format, grey-scale, or full colour depending on the particular scanning requirements of the job.

Indexing

Scanned documents can be archived according to pre-defined indices for efficient retrieval. Wherever possible, the indexing process can be speeded up by using intelligent forms processing software to automatically capture content from any document or to create the indices on the fly to improve turnaround times and reduce indexing costs.

Data Capture

Keeping down data capture costs while maintaining the highest levels of data integrity is a priority for our customers. To achieve this goal Informed Imaging uses a unique combination of automated forms processing technology in conjunction with our own Web-based 'Xpert Worker' data capture system. Xpert Worker allows us to deliver work to skilled remote data-entry workers via the Web which means that we are able to significantly improve turnaround times and drive down the overall cost of data capture.

Data and File Outputs

The facility is able to provide data on a variety of media including e-mail, CD, DVD, or via an FTP upload. The format of the data can be tailored to meet your specific requirement with common formats such as CSV, Fixed Length, Excel, SPSS, Access, SQL and Oracle available as standard, with further options available on request.

Web Hosting Services

Informed Imaging can provide immediate access to scanned images and data through our enhanced Web services. Scanned images and data are uploaded directly to the Informed Imaging Web server, enabling authorised users to access information as it becomes available.

Analysis and Reporting

Informed Imaging can provide analysis of data by frequency counts, percentages, tables and cross tabs, graphs, open-ended comments, translations, clipped images, and qualitative assessment delivered as reports via e-mail, on CD or in hard-copy bound format.

Forms Design Services

Ensuring that a form looks attractive and is easy to complete, yet is fully scannable for automated data capture, can save a great deal of time and money. Using many successful examples, our design department can work with you to achieve the very best data capture documents.

Proof production and printing

Informed Imaging offers a top quality proof production and printing service for our customers seeking a single vendor solution. As we regularly commission large volumes of print work, we are able to offer highly competitive printing rates. Perhaps more importantly, work that is managed through our printing services is guaranteed to be fully compatible with the scanning technology utilized.

Mailing Services

Informed Imaging offers a range of mailing and mail management services which can be tailored to your specific project. These include:

- Overprinting and print personalization
- Data record de-duplication
- Address file cleaning
- Mail Sort
- Mail insertion and dispatch
- Secure document disposal and destruction

Data Protection Act

Informed Imaging is registered under the 1998 Data Protection Act for the handling of personal data.

For more information and pricing on all our Data Management Services please contact the sales department on the following numbers or e-mail address

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