



# Unlocking Ideas

## The Power of IdeaScale

Employer Advisory Committee

May 17, 2012



# What is IdeaScale?



- An online platform for customer feedback and “idea management”

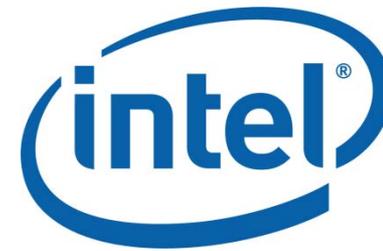


# Crowdsourcing

- A form of social media known as “crowdsourcing”
- Essentially, tapping the collective wisdom of a group of people to solve a problem or improve a product or service



# Who uses it?



BY CHOICE HOTELS



# Who uses it?

IdeaScale

Skip to content

## Transforming Washington's Budget

Search Ideas

### Campaigns

- All Ideas
- Economic Development
- Effective Government**
- Public Safety
- Natural Resources
- Student Achievement
- Protect Health and Vulnerable People

### Social Web

Like 322 people like this. Be the first of your friends.

Tweet 45

### Usage statistics

**1947** ideas posted

### Effective Government : Browse Popular Ideas

Moderators

Recent (718) **Popular (718)** Hot (0) In Review (0) In Progress (0) Complete (0)

I agree **EFFECTIVE GOVERNMENT** »

#### Legalizing Marijuana

**898** votes

I disagree

I have never ingested marijuana or any illicit drugs, but you could help t by legalizing a fairly benign substance in marijuana as i-1068 would hav polling data is fairly neutral regarding this topic in Washington state. Bo I have seen show legalization favored by slightly over 50% though. You doing this in two ways. 1.) Not having to waste money on law enforcem judicial ...more »

199 comments Submitted by Guy B. Anonymous

I agree **EFFECTIVE GOVERNMENT** »

#### save energy and turn off lights, computers, printers

**652** votes

I disagree

turn off the lights! any time i drive by a state office at night nearly every printer, computers, computer screens - nearly all of it is left on. why? w you need a program where state workers turn off the lights, computers,



## My Starbucks Idea

[GOT AN IDEA?](#)

[VIEW IDEAS](#)

[IDEAS IN ACTION](#)

[Popular Ideas](#)

[Recent Ideas](#)

[Top All-Time](#)

[Comments](#)

Hi there, [Sign In](#) to make a comment.

### Ideas so far

Search Ideas



#### PRODUCT IDEAS

- 28,747 [Coffee & Espresso Drinks](#)
- 2,646 [Frappuccino® Beverages](#)
- 8,691 [Tea & Other Drinks](#)
- 13,582 [Food](#)
- 7,019 [Merchandise & Music](#)

### Popular Ideas

View Category:

Vote



980

### More Perks for Gold Card Members

Posted on 10/18/2011 9:16 AM

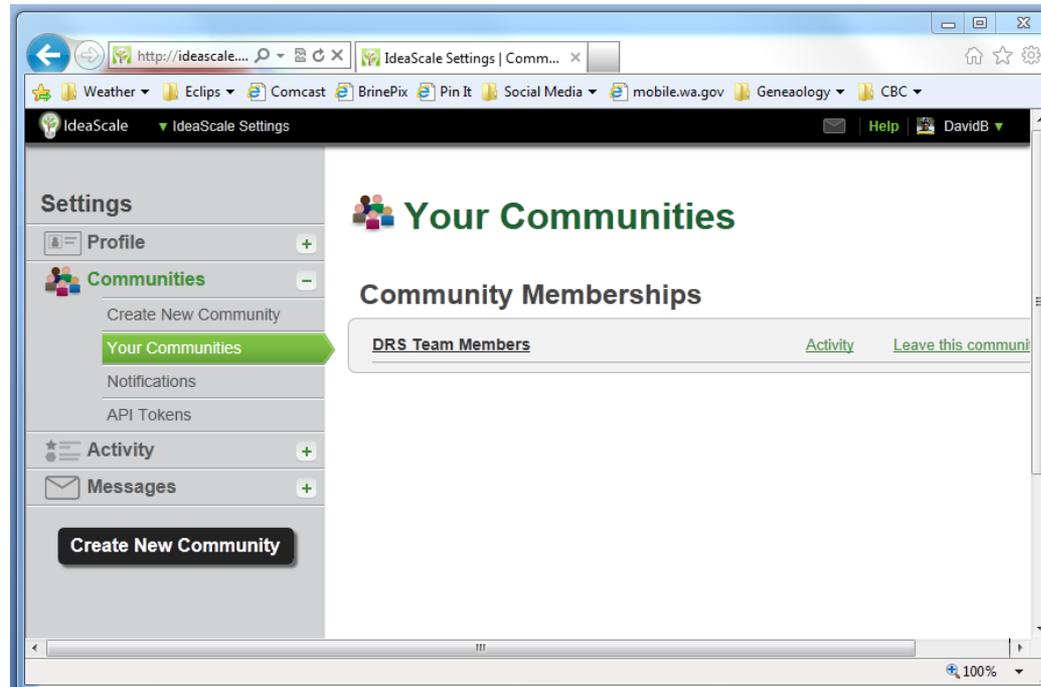
by [Happy24](#)

*For gold card members it would be nice once in awhile pastry and NOT have to waite until the 15 star limit. T more nerks would be appreciated. I think I can sneak i*



# How does it work?

- Account and ‘community’ are created





# How does it work?

- Community members (DRS) register to view, submit, and vote/comment on ideas
- Approved by IdeaScale administrators
- No anonymous registrations



# How does it work?

The screenshot shows a web browser window displaying the 'DRS Team Members' page on IdeaScale. The browser's address bar shows the URL 'http://drswa.ideascale.c...' and the page title 'DRS Team Members - by Id...'. The browser's toolbar includes various icons for weather, eclipses, Comcast, BrinePix, Pin It, Social Media, mobile.wa.gov, Genealogy, and CBC. The page header features the IdeaScale logo, the community name 'DRS Team Members', and a search bar with the text 'Search Ideas' and a 'Search' button. The main content area is titled 'DRS Team Members' and 'Another IdeaScale Community'. A light blue box on the left contains the heading 'How does it work?' and three bullet points: 'Users submit their ideas.' (with a lightbulb icon), 'Our community discusses and votes for ideas.' (with a group of people icon), and 'The best ideas bubble up to the top.' (with a clipboard icon). The main text area contains a welcome message and several instructions: 'Welcome to the DRS Team Members home!', 'We want to hear your ideas about increasing efficiency, preventing waste and adding value for our customers.', 'Take A Quick Look Around: Before you submit an idea, notice that the site has several category (campaign) tabs. These are just to get us started. We'll add more categories as the ideas come pouring in.', 'Click on "Submit New Idea": To submit an idea, click the big orange button that says "Submit New Idea." You will be asked for a valid email, and then taken to a basic submission form.', 'Formulate a Concise Idea: Your idea should be focused on increasing efficiency, preventing waste and adding value for our customers. If your idea has several parts, consider revising it to make it shorter or dividing it into multiple submissions.', 'Hit "Submit": Once your idea is written, submit it and your job is done! Feel free to submit as many ideas as you have in as many categories as you like.', 'Comments Welcome: To add a comment, click in the box below the idea. You can vote on comments, but votes on comments do not count toward idea vote totals.', and 'Vote Up! Vote Down!: The final step is one that every blogger knows well: recommending. Our system has a built in voting system. All you need to do is vote an idea up or down and everyone (including the moderators) will get to see which ones sit best with the most team members. Voting on comments under an idea does NOT count toward votes for that idea.'



# Educating users

- Created instructions, FAQs, guidelines for participation
- Communicated extensively through several DRS internal channels, including email, Director's column, intranet articles and a podcast



# Educating users

- Created 'campaigns' i.e., categories

## Campaigns

All Ideas

General

Enhancing Services and Value for Customers

Increasing Efficiency / Preventing Waste

Reinforcing a Positive, Productive Work Environment



# How does it work?

## How does it work?



Users submit their ideas.



Our community discusses and votes for ideas.



The best ideas bubble up to the top.

[Submit New Idea](#)



# Idea submittal

Formulate a Concise Idea: Your idea should be focused on increasing

## Submit your Idea

**Title \*** 64 characters left

**Description \***

**Campaign \*** Increasing Efficiency ▼

**Tags** (Optional)

Use commas to separate tags.

\*Required fields

Recent (70) Popular (70) Hot (24) In Review (16) In Progress (6)



# Idea submittal

 **I agree**

Feedback Score

+6 **6** -0

 **I disagree**

**Rank 55**

Idea# 117

INCREASING EFFICIENCY / PREVENTING WASTE »

## DB Access Estimate Requests

 Tweet 0  Like  e-mail  Follow

When a member emails us requesting an estimate we have to email them back and ask them all the questions we need to log the estimate. It would be super helpful if when a member was in DB Access or even on the regular internet site if their was a form they could complete answering all the questions that gets sent directly to us so we don't have to email them back and wait for their response. There could be a hot button "Request an Estimate" and when they click on it it opens an email with the form that asks them all the things we need to know.

Tags: [estimate](#) [online](#) [db access](#)

 Add tags

 Comment

Submitted by [tabithab](#) 3 days ago



# Voting/Commenting

**I agree**    ENHANCING SERVICES AND VALUE FOR CUSTOMERS »

Feedback Score  
**+12 12 -0**

Tweet {0}    Like    e-mail    Follow

**I disagree**

**Rank 20**

Idea# 85

ERDTL screen shows details of transmittals and corrections submitted by employers. The detail is archived after a short period and the unarchiving is an overnight process. When employers call with questions on a report we have to tell them to wait until tomorrow for the answer. Also when doing research on an account we have to stop to wait until the next day for the detailed report. These report details should be available as needed without waiting a day for the information. This has been on our wish list for years.

Add tags

Comment

Submitted by [kareenm](#) 2 months ago

## Vote Activity [Show](#)

## Events

- Status Changed from In Review to In Progress 13 days ago
- Status Changed from Active to In Review 1 month ago
- The idea was posted 2 months ago



# Voting/Commenting

**Comments (9)** Sort comments by **Date** ▼



[laurap](#) **PINNED MODERATOR COMMENT**

Assigned to PSID to determine options and estimate.

1 month ago  0 [Vote up](#)  0 [Vote down](#)



[laurap](#) **PINNED MODERATOR COMMENT**

ERDTL availability is now being worked on by PSID and ISD. The project schedule hasn't been finalized, but it looks like it will be completed by July.

13 days ago  0 [Vote up](#)  0 [Vote down](#)



[debbiec](#)

I agree, I agree, I agree! Nothing is more frustrating than working an account and then not being able to finish up or get back to the employer that day.

2 months ago  [Reply](#)  0 [Vote up](#)  0 [Vote down](#)



[Jeffy G](#)

If nothing else, could we at least not archive the record so fast? Right now you can't view



# Idea tracking

## Browse Recent Ideas

Recent (70) Popular (70) Hot (24) In Review (16) In Progress (6) Completed/Closed (14)

 **I agree** INCREASING EFFICIENCY / PREVENTING WASTE »

Feedback Score

+6 **6** -0

 **I disagree**

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 2 comments

Submitted by [tabithab](#) 3 days ago



# Idea tracking

**I agree** ENHANCING SERVICES AND VALUE FOR CUSTOMERS »

Feedback Score  
**12** +12 -0

Tweet 0 Like e-mail Follow

**I disagree**

**Rank 20**

Idea# 85

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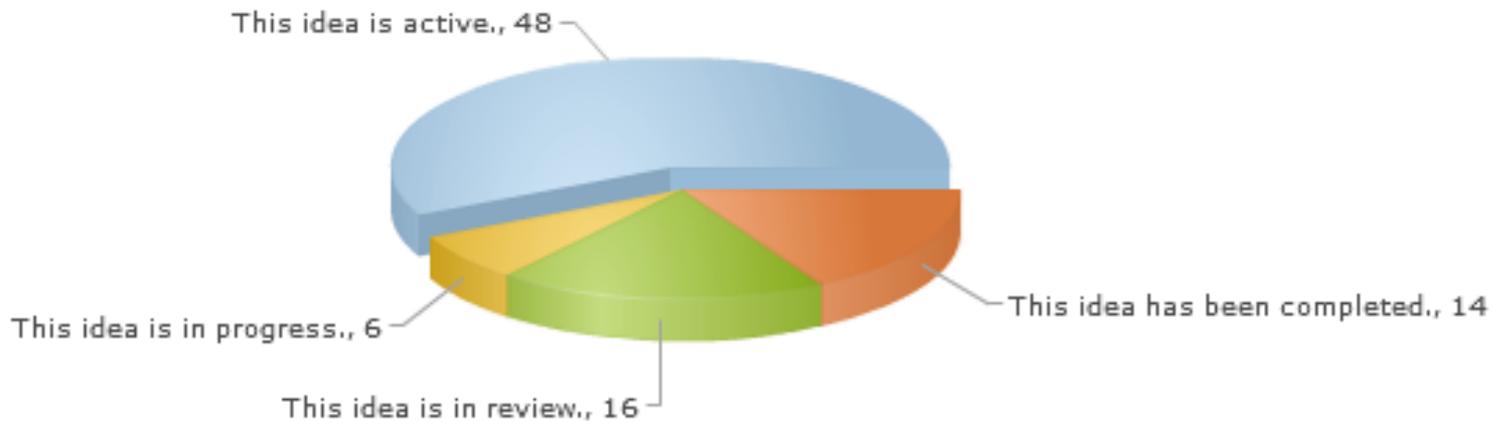


# Participation/Results

- Since December:
  - 194 of 220 Team Members Registered
  - 84 Ideas Posted
  - 874 Votes
  - 450 Comments



# Participation/Results





# Participation/Results

- Updated the login/register callout box on the home page
- Created an online tool for members and RSAs to calculate IRS withholding amounts
- Implemented a tool to create and email documents direct from EDIMS



# Next steps

- Feedback/suggestion channel for employers
- Feedback/suggestion channel for members, retirees and other customers



# Thank you

- Thanks for your review! Questions?

David Brine, Communications Director

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