WEBINAR

ChronosHub

AUTHOR EXPERIENCE

2 March, 2023

PRESENTING TODAY

Romy Beard

Head of Publisher Relations

ChronosHub

Colleen Scollans

Marketing & Customer Experience Practice

Clarke & Esposito

John Challice

Sr VP of Business Development

Hum

AGENDA

1. Presentations
2. Discussion
3. Q&A
4. What's Next

COLLEEN SCOLLANS

Clarke & Esposito

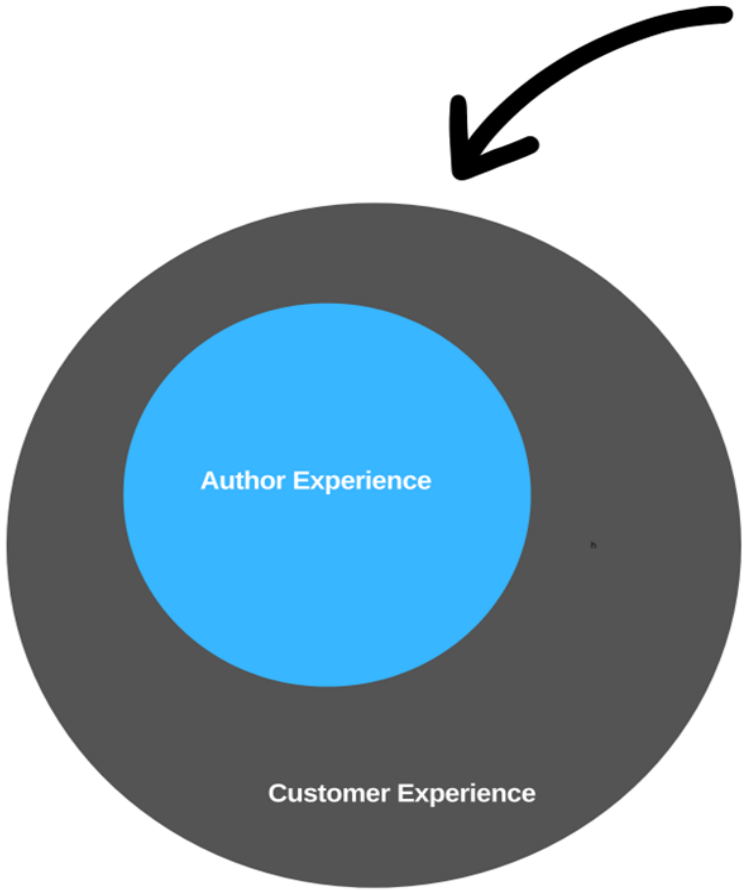
What is author experience?

CLARKE & ESPOSITO

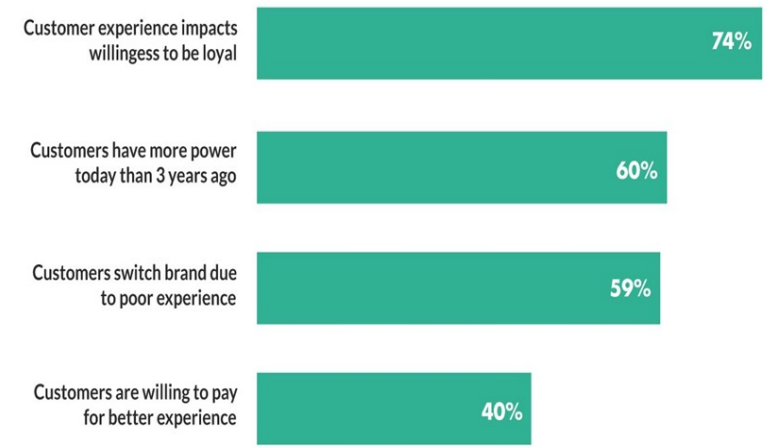
Author Experience (AX) is the sum of all author interactions with your brand.

… and the perceptions those interactions create.

AX is a subset of CX (customer experience). The nuanced role of author necessitates a distinct term and focus.



CX Drives Organizational Value. In 2016, McKinsey found that a focus on CX can lift a brand's revenue by 5%–10% and reduce costs by a similar range.



Authors are now a large and important customer group

Appealing to authors and providing authors (and co-authors) with an experience they wish to come back to (and will recommend to their colleagues), has become a point of competitive differentiation.

Authors, via article processing charges (APCs), are often paying customers.
But even when the author is not paying directly in OA, publishers are compensated based on publishing output or *volume of articles.*
The author is deciding where to send their paper.

Publishers that invest in AX are reaping benefits.

6 Pillars of AX maturity

1

Strategy & Brand Differentiation

"Branding is the process of connecting good strategy with good creativity."

Walter Neumeier

Clarity of strategy is critical

- Publishing Portfolio / Cascades
- Business Models & Price
- Branding Strategy

Define your value propositions

- Quality
- Speed & Ease
- Readership
- Author Marketing

Tell your brand story effectively

- Brand Ambassadors
- Engagement Channels
- Creative & Storytelling

Elevate Marketing & Invest in Marketing

Author Marketing is:

- B2C marketing, which is different than publishers traditional B2B marketing.
- Data-driven
- Dependent on modern marketing technology (*new types of tools)*

Author Marketing focuses on:

- Customers (including prospects)
- Audiences

MarTech's Role in AX

Unify **ALL** customer and audience data, including behavioral, into a single customer profile.

Move from blunt customer personas to customer segments.

Micro-target authors using first-party data and external data sets.

MarTech's Role in AX

Understand how content & campaigns impact author engagement & submission

Use predictive intelligence (AI) to fuel decision-making and A/B testing

Personalize author's experiences with your brand, campaigns, and content.

3

Embrace experience design

Strive for **frictionless, easy, and intuitive** systems and processes. Use data and technology to find bottlenecks in author journeys.

Make the journey **personalized and relevant.**

Convey information clearly. Become masters of visual and multi-media to convey information.

Audit author communications and resources for **consistency** and tone.

Continue to connect with authors even after they publish. **Nurture the relationship**. Recognize and reward loyalty.

Be **customer focused** not internally focused. Break silos.

Measure & Understand AX

Listen

Really listen to authors

Market research, pulse surveys, and voice-of-customer interviews

Behavioral data & social media sentiment

Measure

Measure author satisfaction+

Measure satisfaction, effort, and likelihood to resubmit / refer

Measure regularly and track score improvements over time

Track resubmission rates

Design

Ask for areas of improvement

Points of improvement inform AX roadmap

All touchpoints, not just production processes

Communicate

Communicate results

Internally – all functions

Externally – transparency with authors engenders trust

Editorial & Marketing Collaboration

Lines between Editorial and Marketing are blurring, with both teams responsible for:

- **Author acquisition**
- **Author engagement, especially on social media**

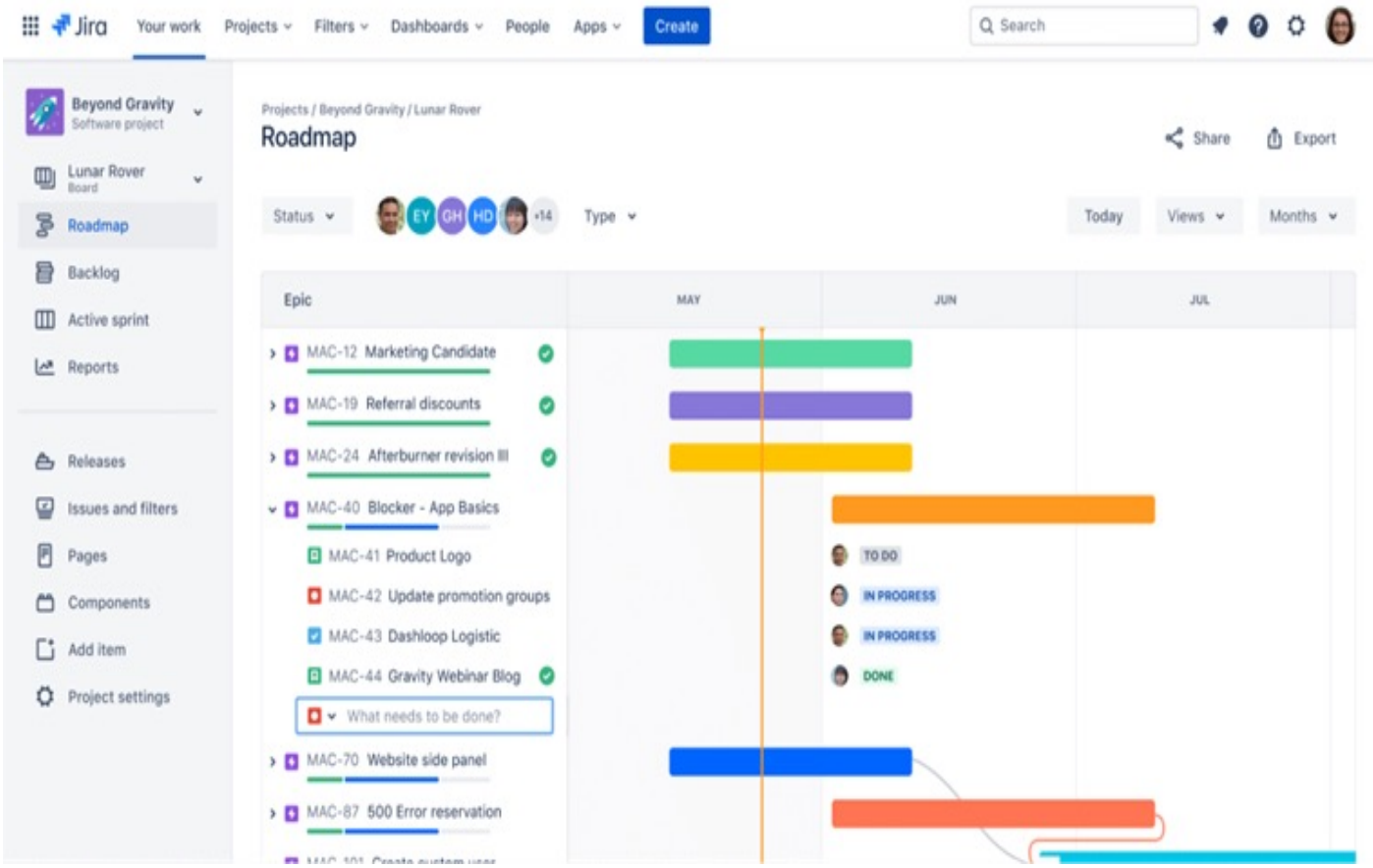
Marketing and Editorial need to work in harmony leveraging areas of expertise:

- **Clarity of roles and responsibilities and cross-team working practices.**
- **Ensure it does not feel disjointed to customers or customers are "spammed".**

Marketing and Internal Editorial **strategy, organizational design and systems** need to change to support the increased focus on data-driven author acquisition.

AX Roadmap & Center of Excellence

- Dedicate resource
- Build a cross-functional roadmap
- Prioritize the AX roadmap



ROMY BEARD

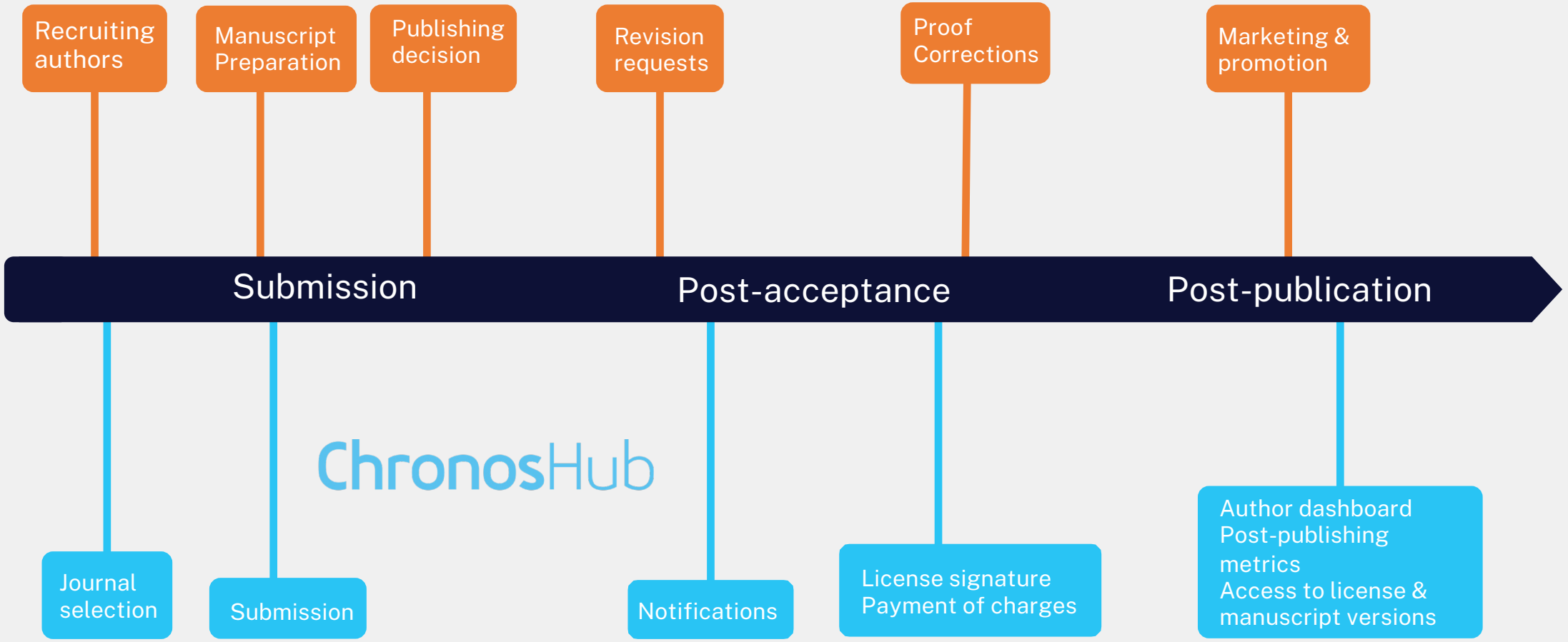
ChronosHub

Examples of embracing experience design

ChronosHub

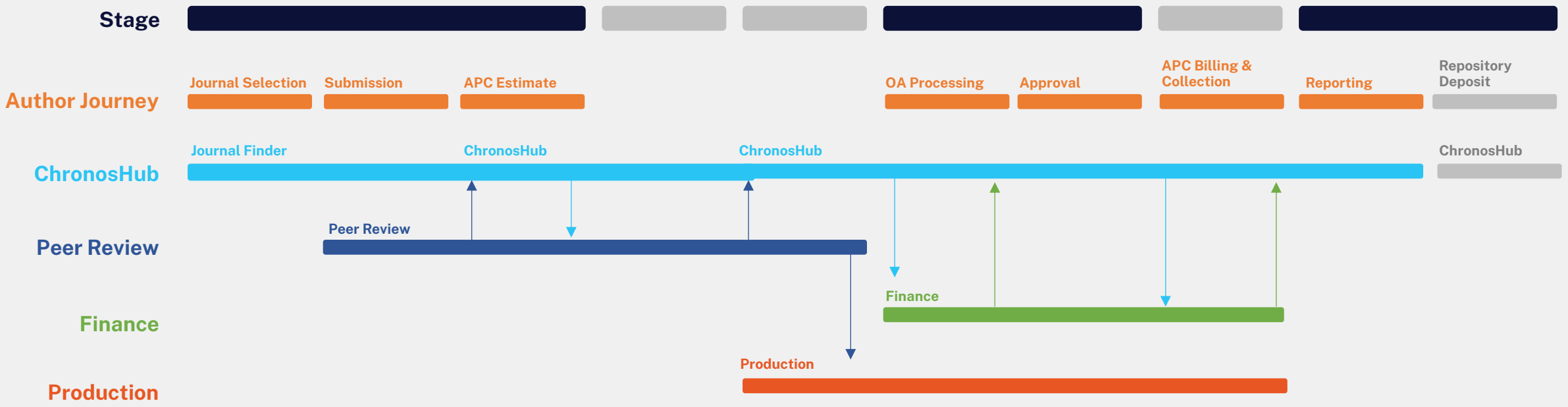
AUTHOR EXPERIENCE

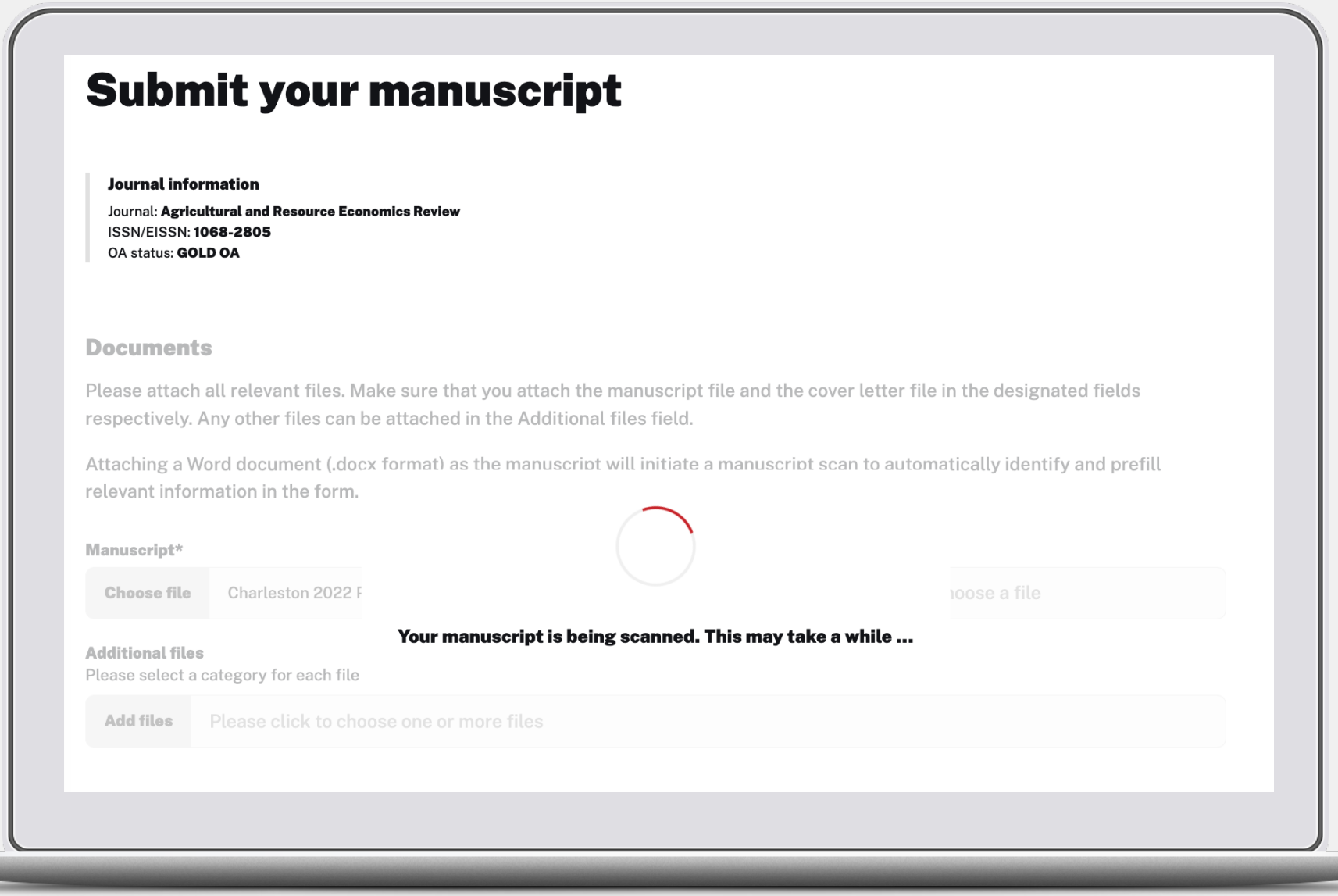
Where platform experience fits in



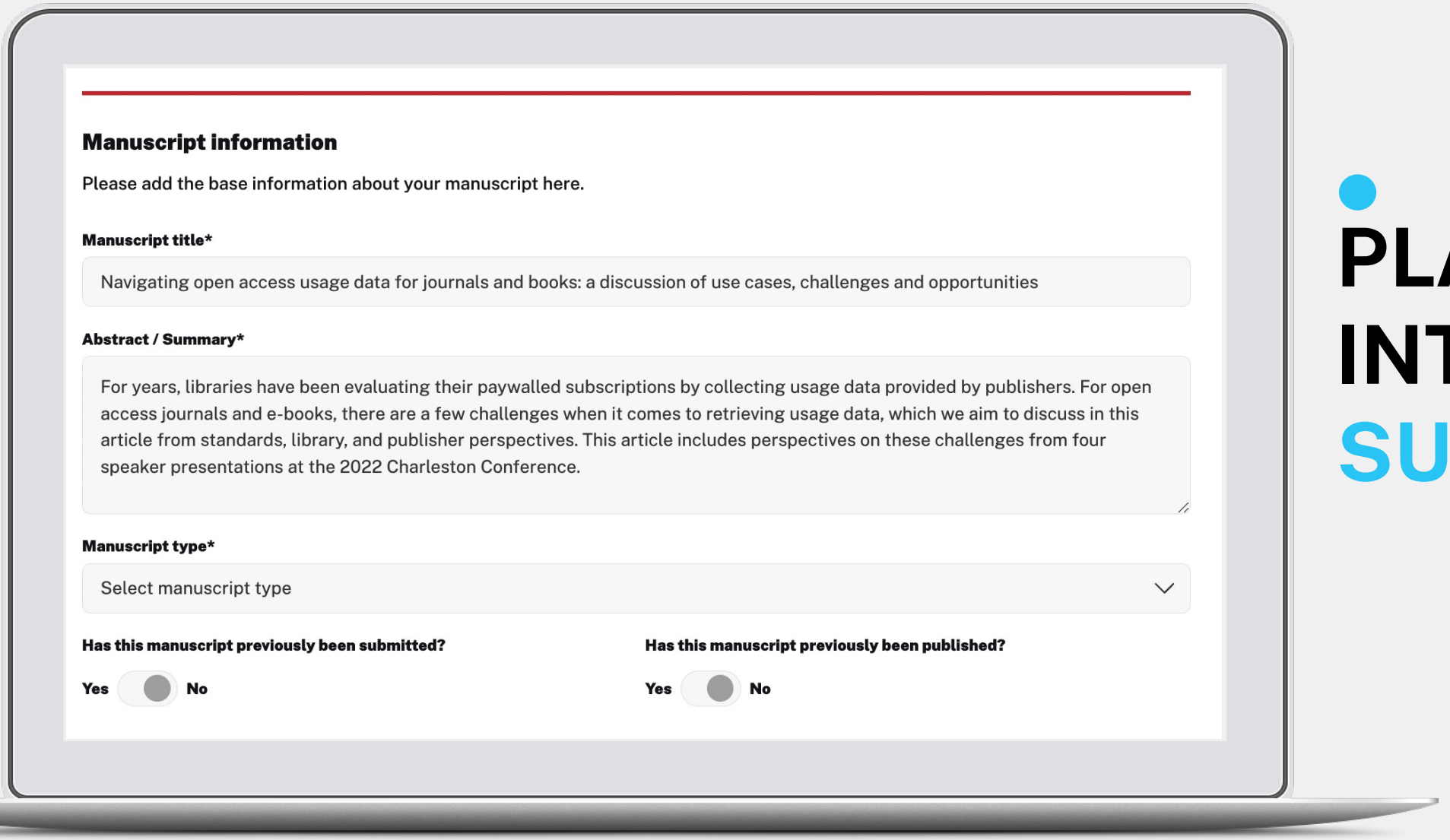
UNIFIED AUTHOR EXPERIENCE

The ChronosHub platform sits on top of existing systems

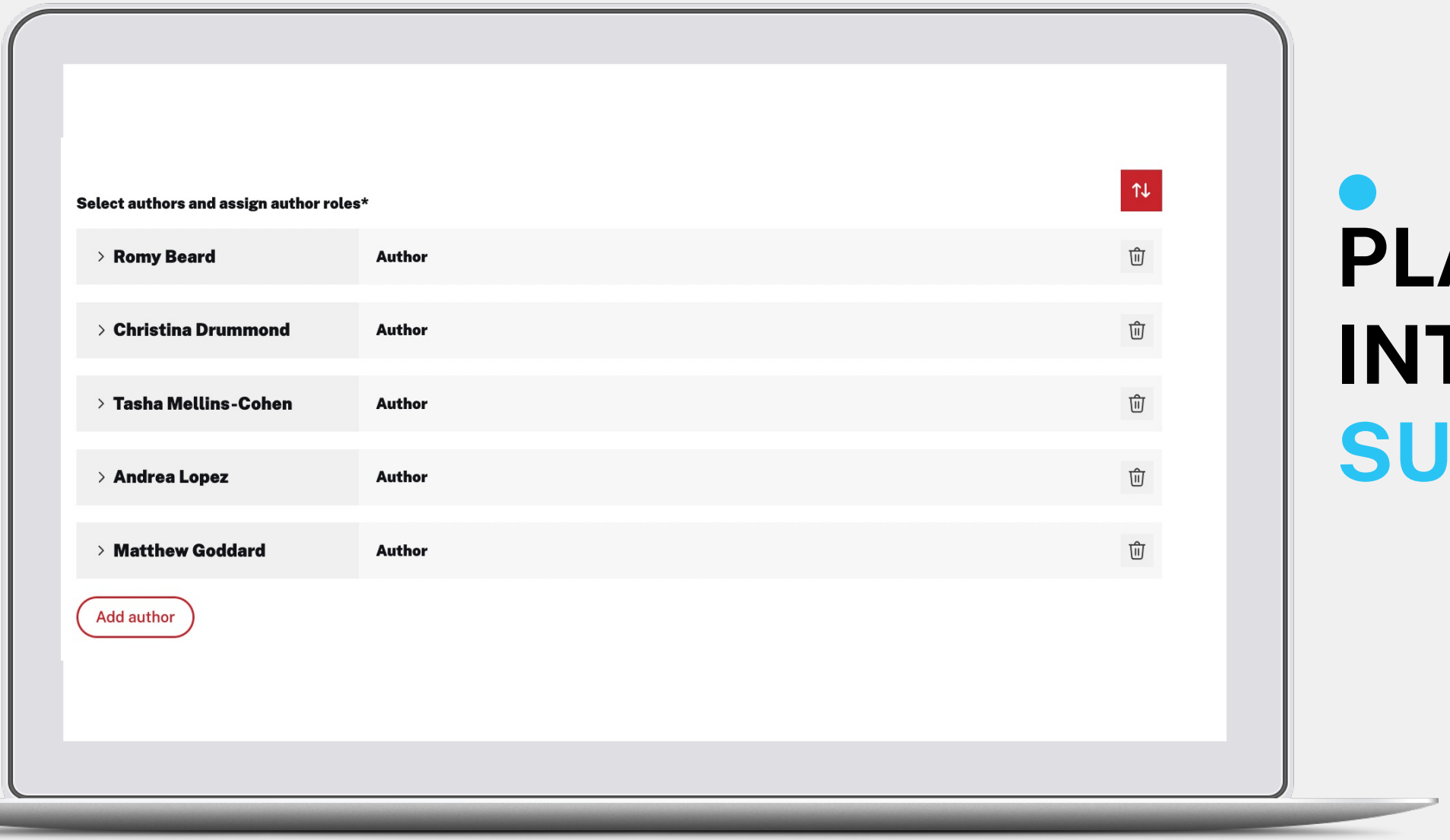




PLATFORM INTERACTION: SUBMISSION



PLATFORM INTERACTION: SUBMISSION

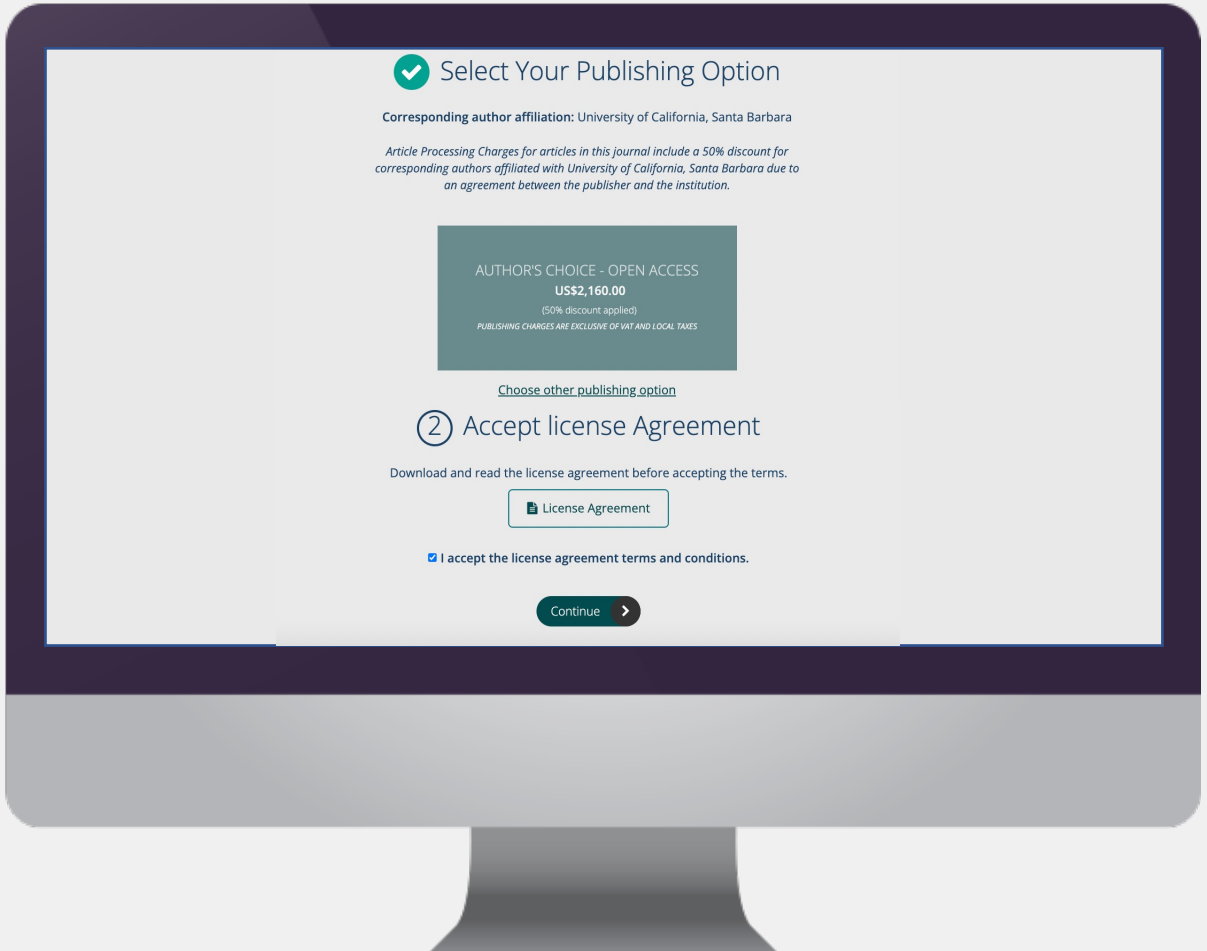


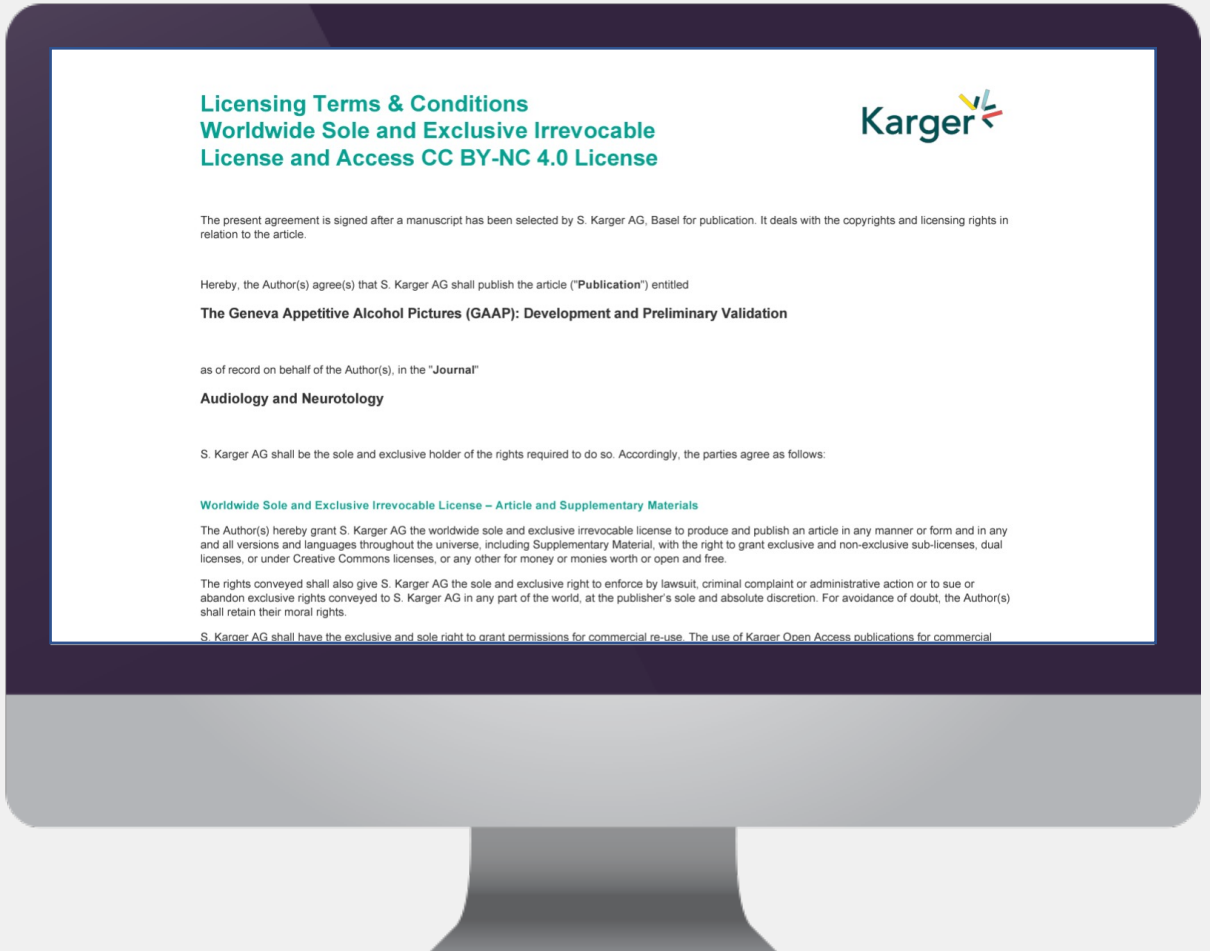
PLATFORM INTERACTION: SUBMISSION

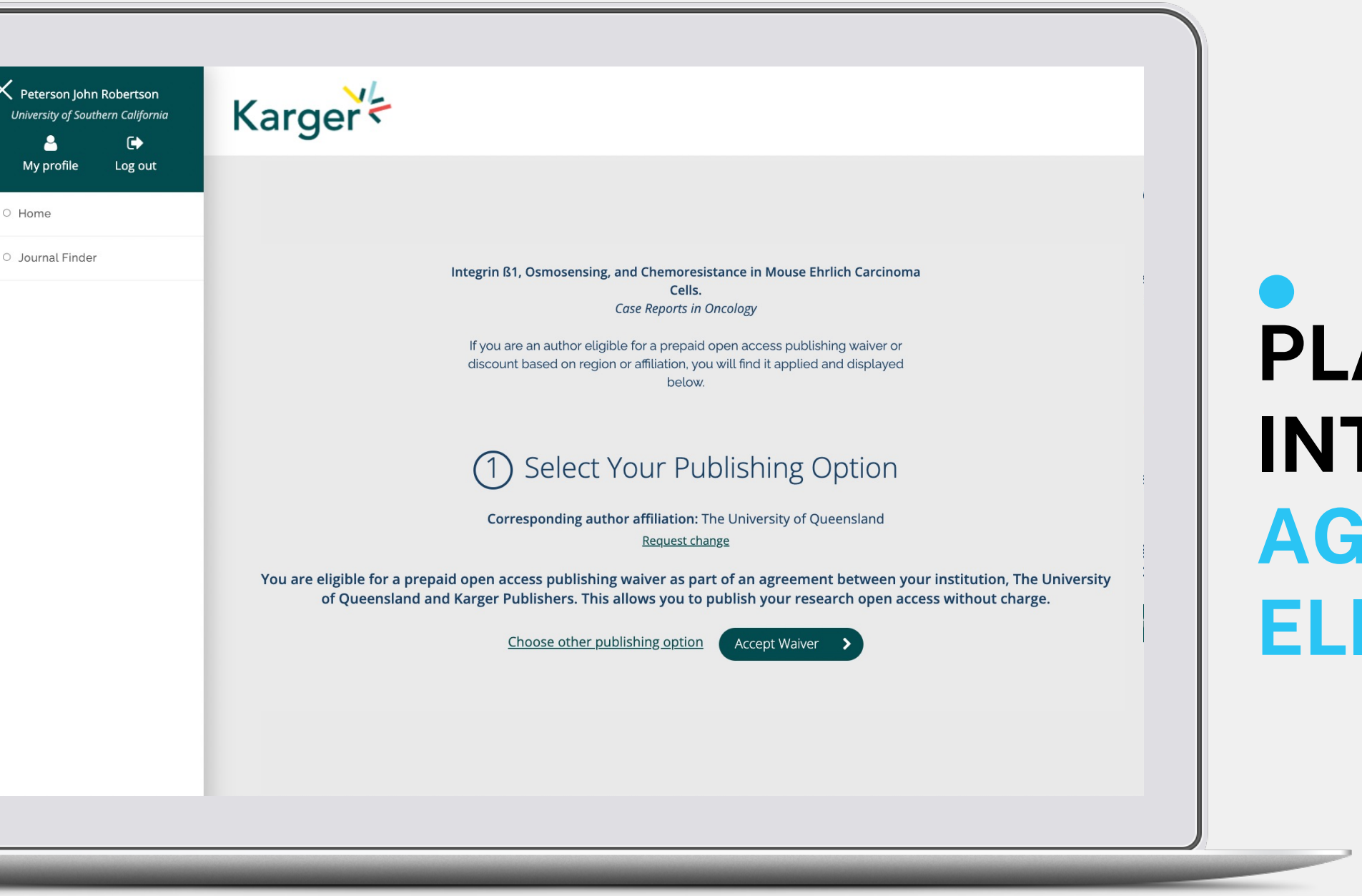
Example

PLATFORM INTERACTION:

LICENSE





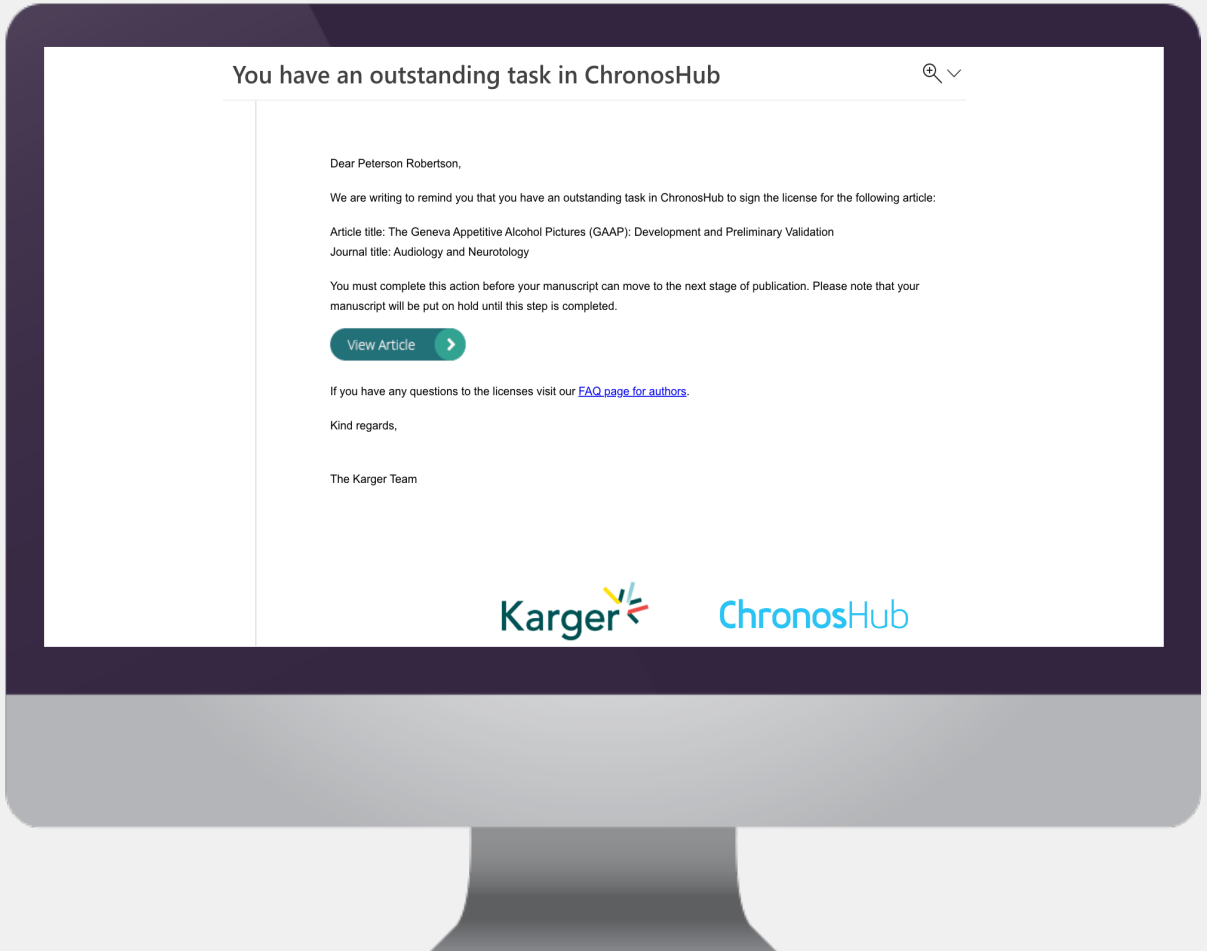


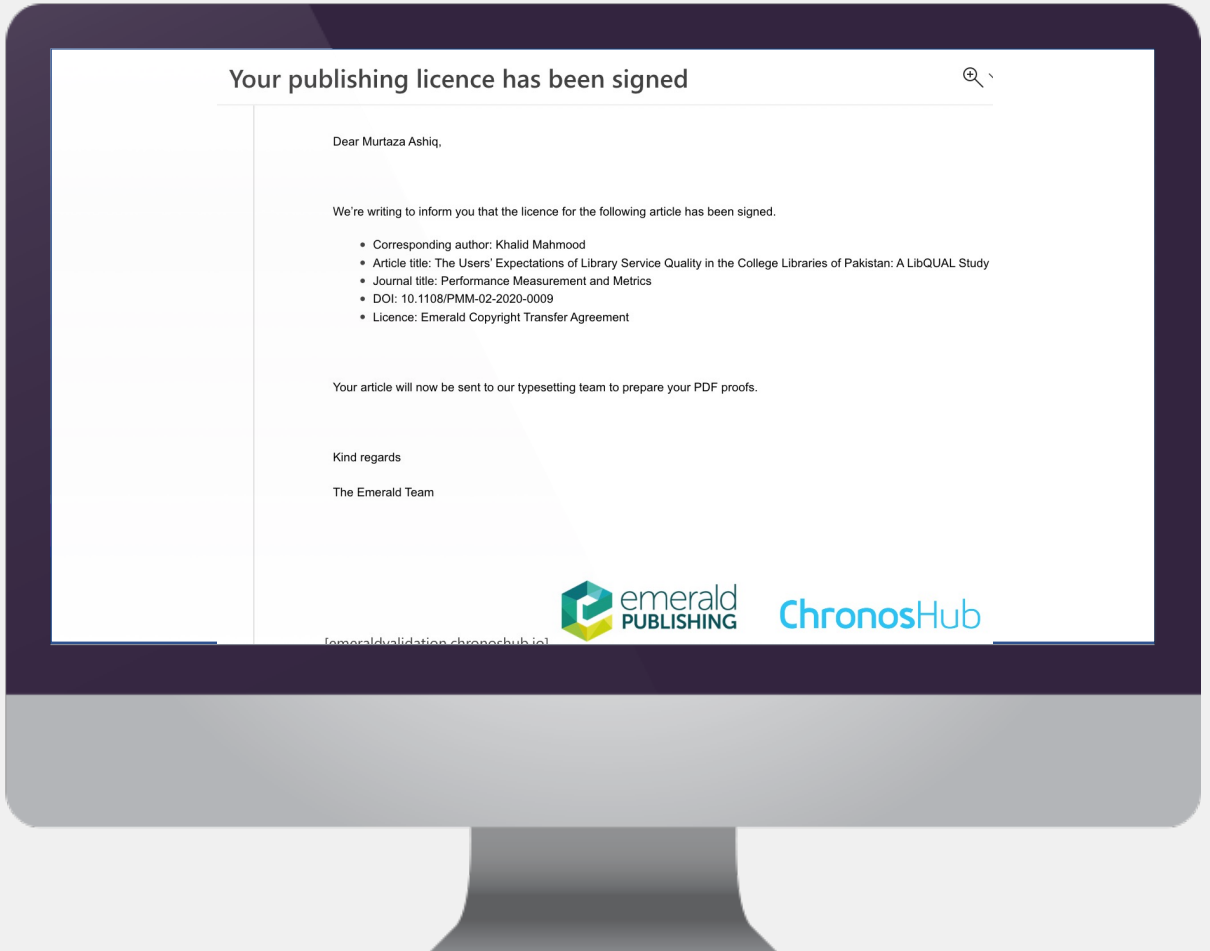
PLATFORM INTERACTION: AGREEMENT ELIGIBILITY

Example

PLATFORM INTERACTION

NOTIFICATIONS





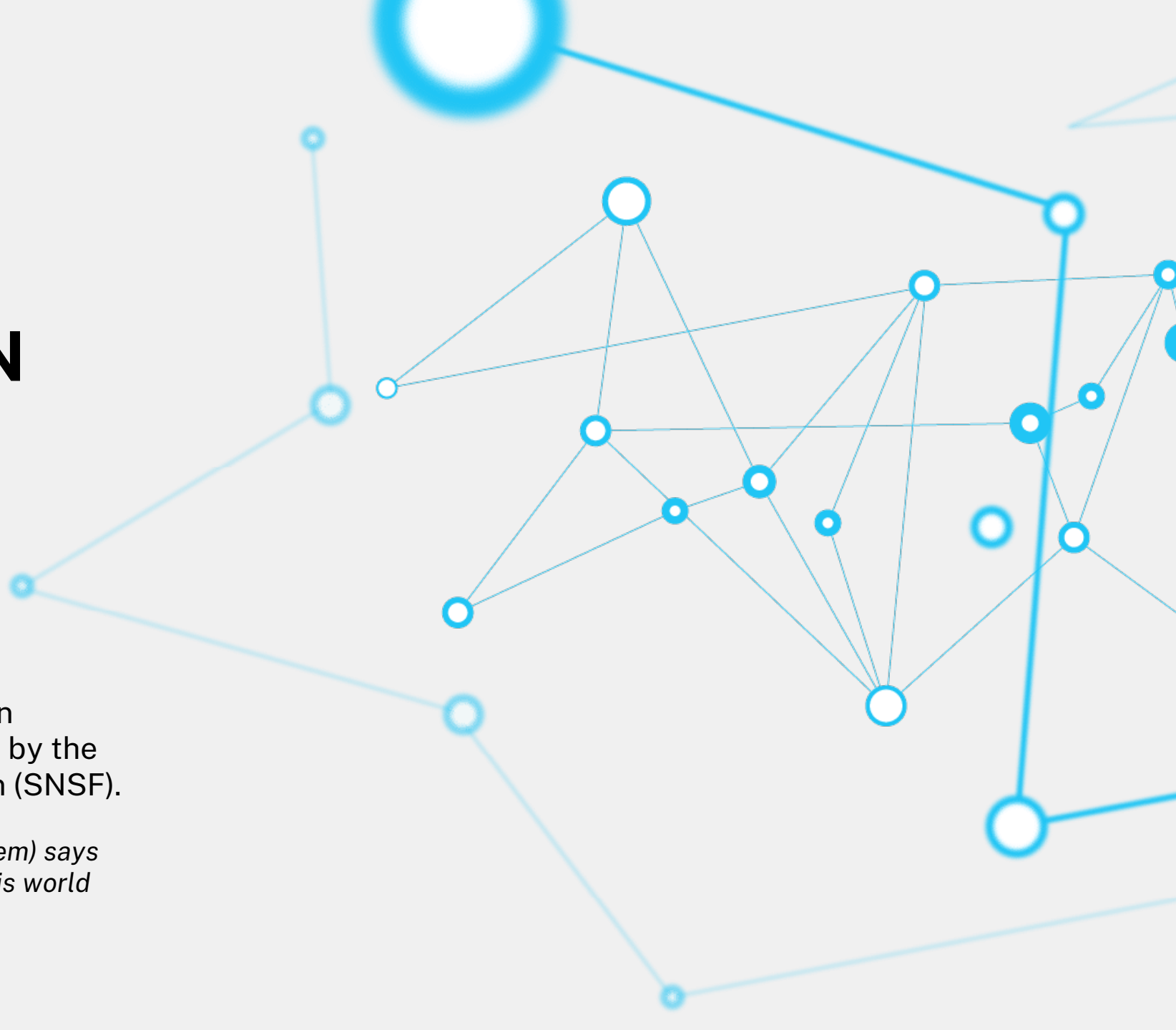
MEASURING USER SATISFACTION

NPS

86.9

Net Promotor Score (NPS) based on feedback from researchers funded by the Swiss National Science Foundation (SNSF).

Bain & Company (source of the NPS system) says that above 50 is excellent, and above 80 is world class.



JOHN CHALLICE

Hum

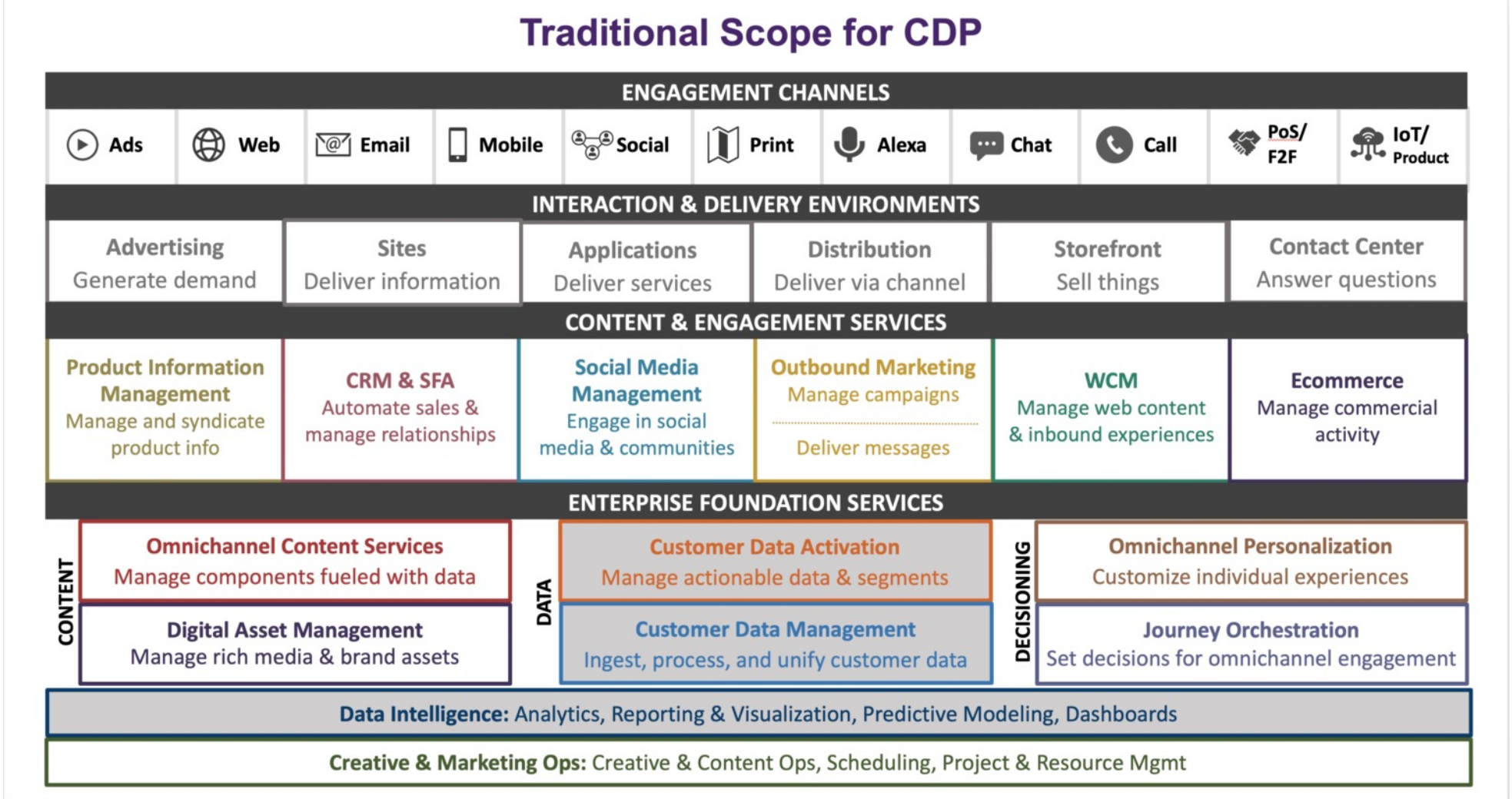
Improving Author Experience Using First-Party Data

Elevate Marketing and Invest in Martech

MarTech's Role in AX

- Unify **ALL** customer and audience data, including behavioral, into a single customer profile.
- Move from blunt customer personas to customer segments.
- Micro-target authors using first-party data and external data sets.
- Understand how content & campaigns impact author engagement & submission
- Use predictive intelligence (AI) to fuel decision-making and A/B testing
- Personalize author's experiences with your brand, campaigns, and content.

THE MOST IMPORTANT MARTECH YOU'VE NEVER HEARD OF:
THE CUSTOMER DATA PLATFORM



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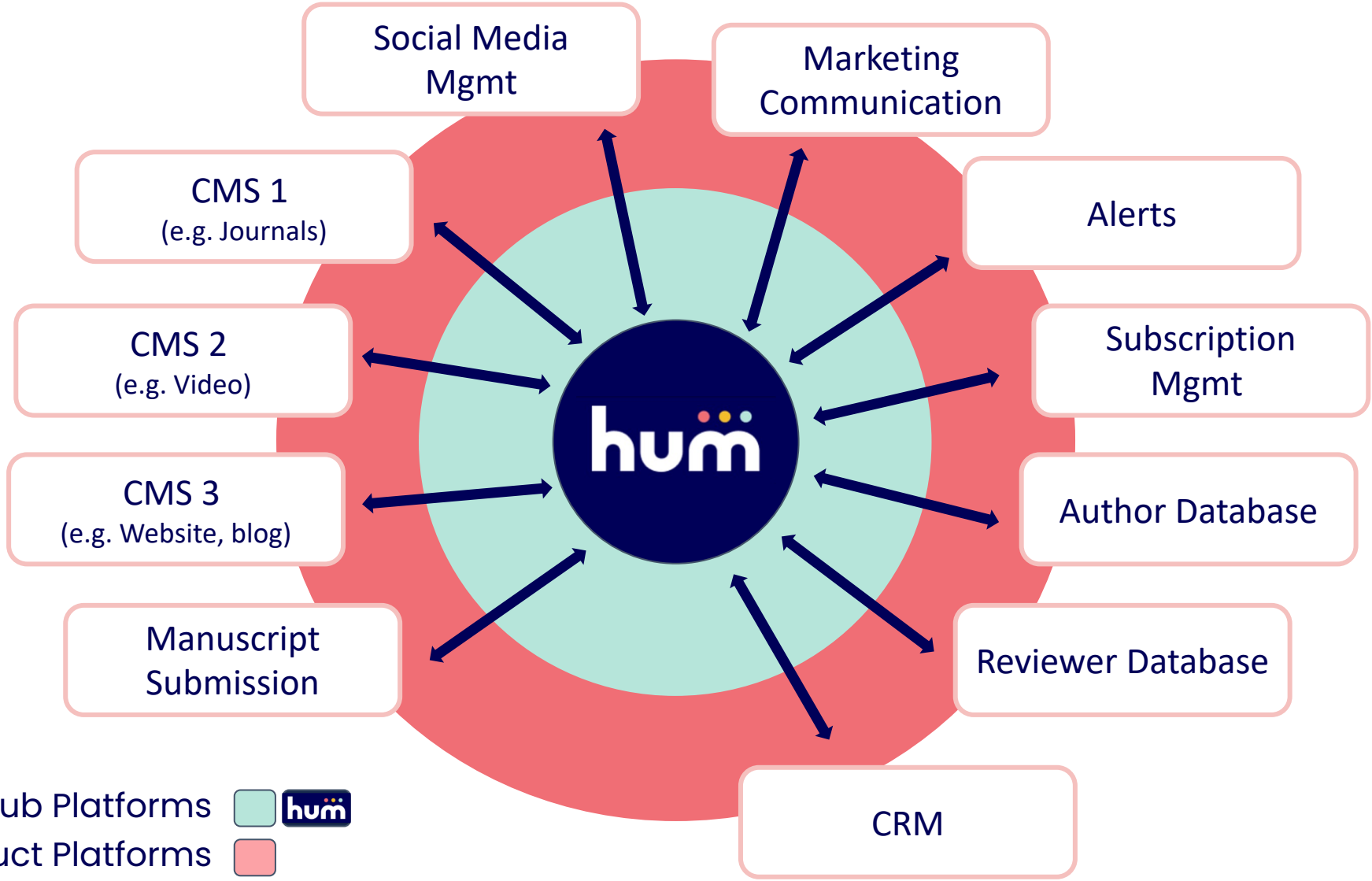
Publisher Audience Data Architecture with a CDP



HUM LISTENS FOR EVENTS

And interprets those events according to infinitely configurable rules that are client-specific

PERSON

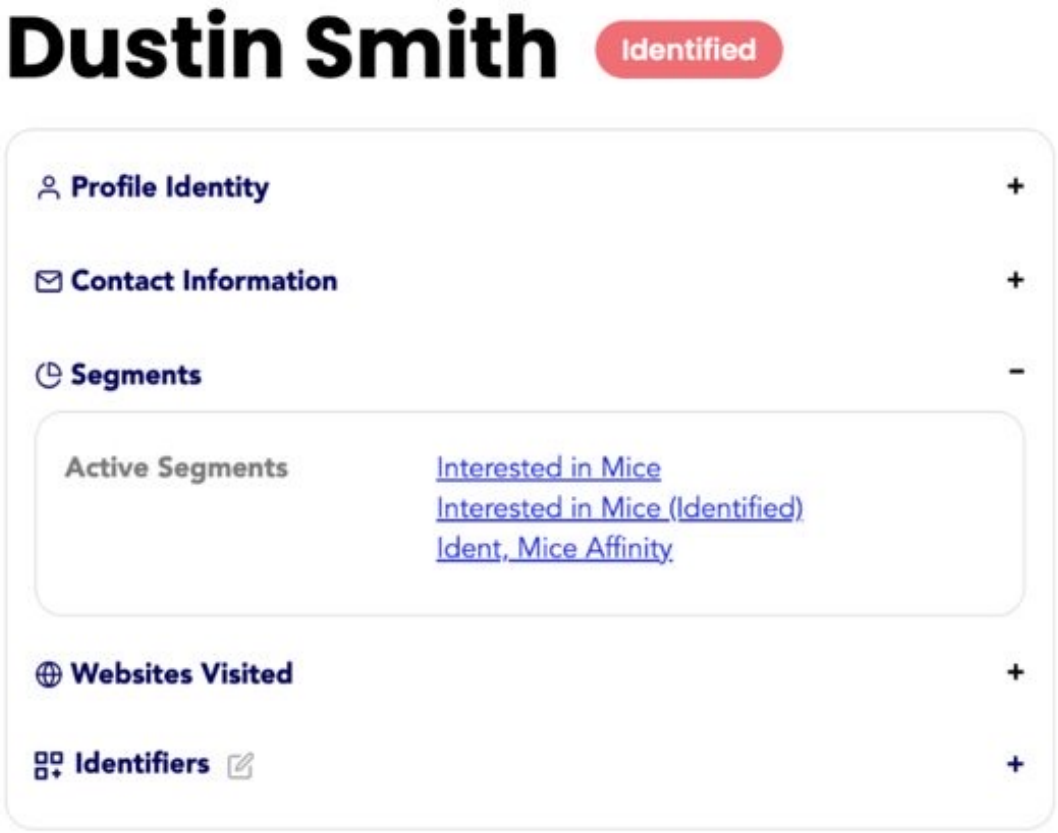
THING

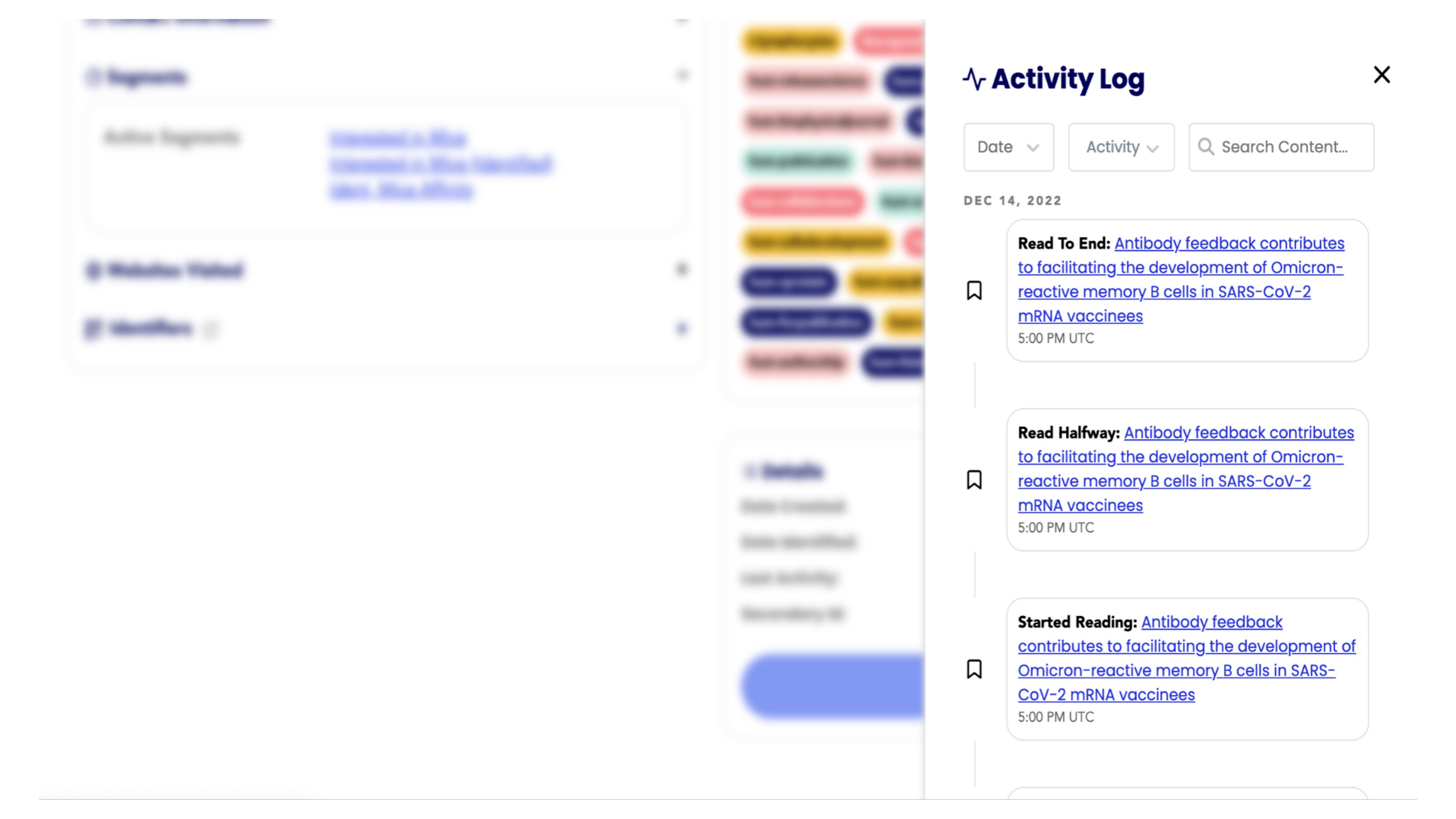
PLACE

TIME

THE GOLDEN RECORD

A unified, real-time, 360-degree customer view




Activity Log
Date
Activity
Search Content...
DEC 14, 2022
Read To End: Antibody feedback contributes to facilitating the development of Omicron-reactive memory B cells in SARS-CoV-2 mRNA vaccinees
5:00 PM UTC
Read Halfway: Antibody feedback contributes to facilitating the development of Omicron-reactive memory B cells in SARS-CoV-2 mRNA vaccinees
5:00 PM UTC
Started Reading: Antibody feedback contributes to facilitating the development of Omicron-reactive memory B cells in SARS-CoV-2 mRNA vaccinees
5:00 PM UTC

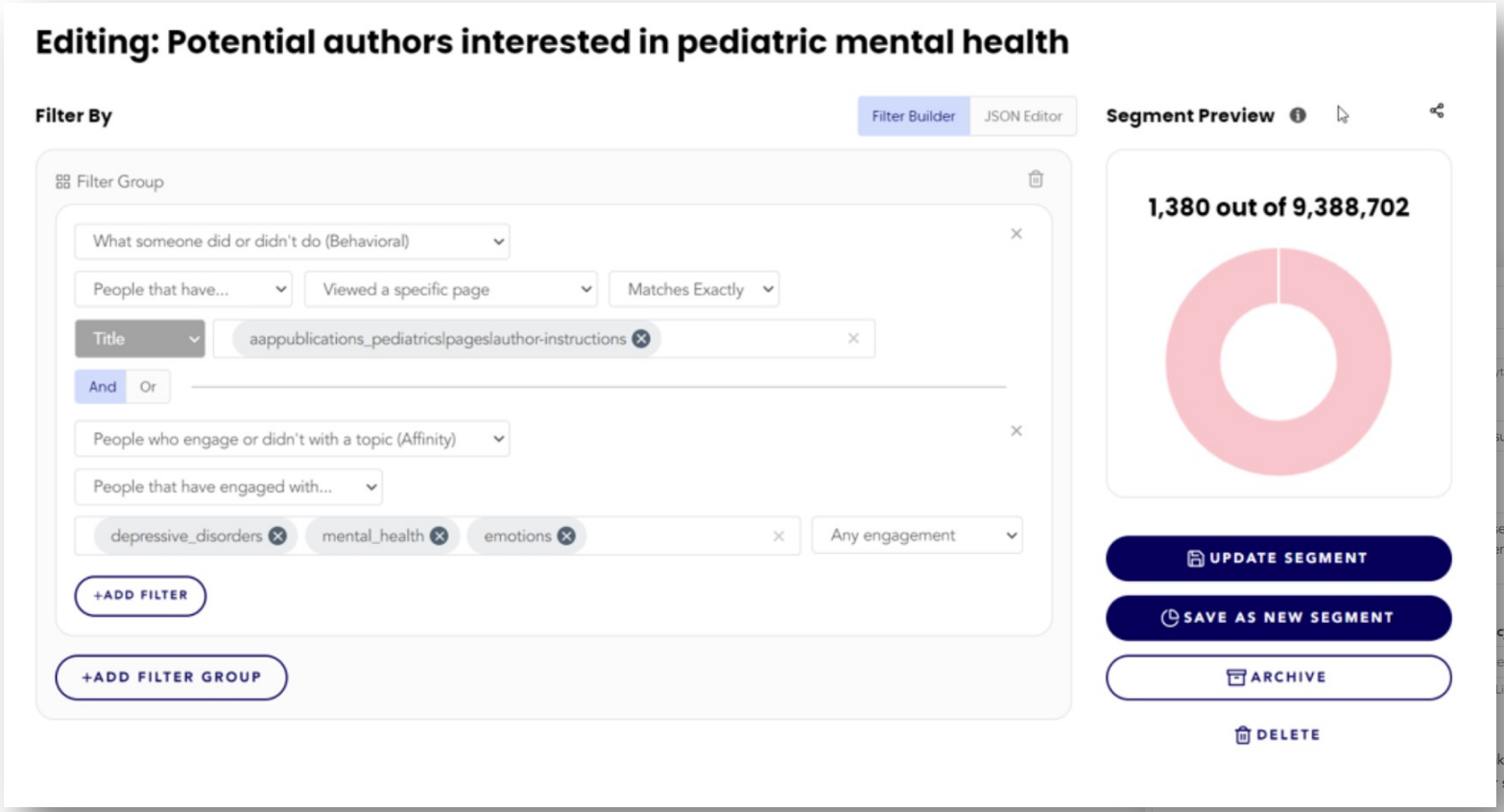
CREATING (HIGHLY REFINED) REAL-TIME SEGMENTS

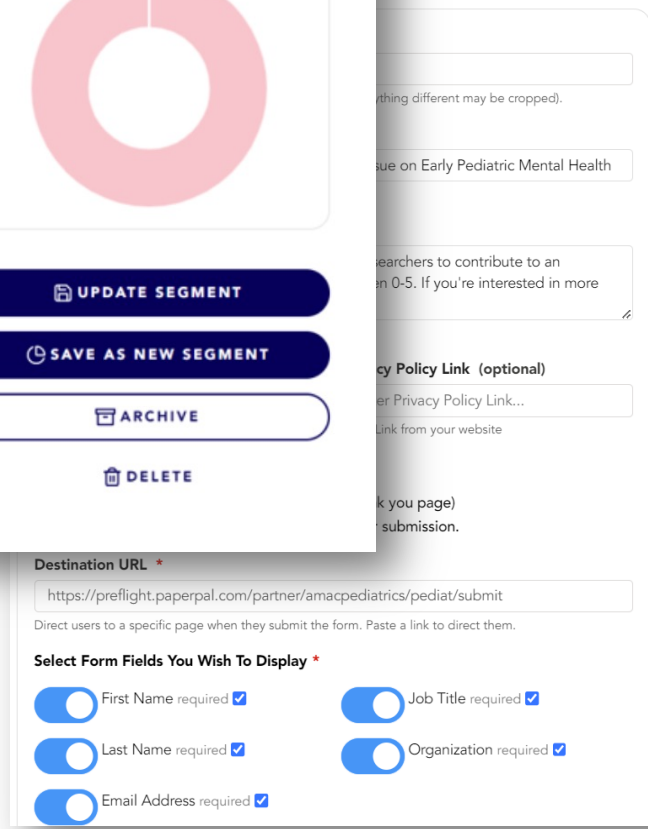
Any attribute you capture can be used as a criterion:

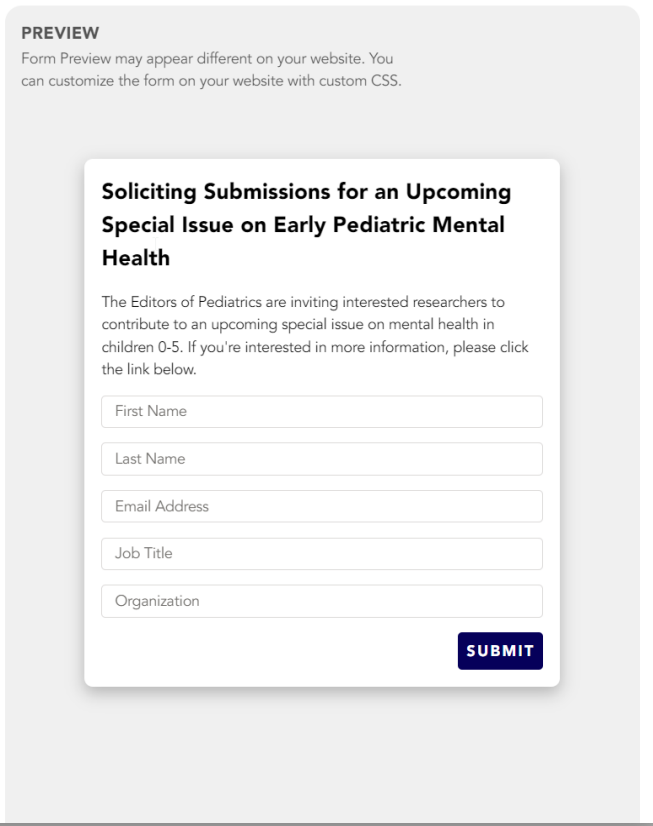
- **Demographic**
  - Corresponding author/author
  - Reviewer
- **Geographic**
- **Firmographic**
- **Behavioral**
  - Looked at a particular page
  - Attended a particular event
  - Took a particular course
  - Read a particular article
- **Topical affinity** (and level of engagement)
- **Temporal**

SHOW ME...	SO I CAN...
Readers in China who are highly engaged in robotics	Research potential new journals/special issues; recruit new reviewers; serve targeted ads
Our most loyal authors	Offer them special benefits
People who have visited our 'information for authors' or 'author tools' pages *and* who have authored with us before	Speak to known authors showing intent to publish again
Our most prolific authors who haven't visited our sites in more than 90 days	Proactively reach out to loyal authors who have fallen off, even as readers
Our best (quality/quantity) reviewers	Run a lookalike campaign to find more like them
Early career researchers who haven't submitted an article for publication in the last year	Reach out to people who should be getting ready to submit articles
Researchers at institutions where I have a read & publish deal in place who appear to be thinking about submitting	Serve a modal when they visit my digital properties to remind them they can publish for free/at a discount
People who are highly engaged in early pediatric mental health who have previously authored for us or visited the 'information for authors' page in the last 60 days.	Recruit submissions for an upcoming special issue

Actioning Segments: Drive Author Submissions







Form Builder

This is a preview of your form and how it will appear when users see it on your website. Use the form builder to customize your form.

Form Banner (optional)

https://trianni.com/wp-content/uploads/2020/09/partners-with-Zoetis-7-1.jpg

Paste Image URL (Banner Dimensions are 400px x 200px, anything different may be cropped).

Form Title *

Antibodies and Antigens Special Issue

100 Character limit

Form Description (optional)

We are currently welcoming submissions for a new Special Issue on Antibodies and Antigens that will be guest edited by George Church.
Fill out the form below if you're interested in speaking to our editorial team about your

500 Character limit

Privacy Policy Text (optional)

Privacy Policy

100 Character limit

Privacy Policy Link (optional)

Enter Privacy Policy Link...

Paste Link from your website

After Form Submission

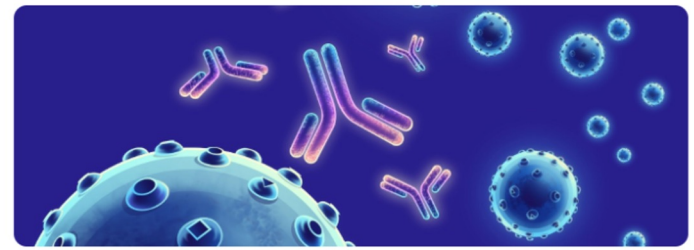
- ○ Redirect users to a specific URL (Example: Thank you page)
- ◉ Display success message within the modal after submission.

Select Form Fields You Wish To Display *

- First Name required ☐
- Last Name required ☐
- Email Address required ☐
- Job Title required ☐
- Organization required ☐

PREVIEW

Form Preview may appear different on your website. You can customize the form on your website with custom CSS.



Antibodies and Antigens Special Issue

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First Name

Last Name

Email Address

Organization

SUBMIT

Personalize Authors' Experiences with Your Brands, Campaigns & Content

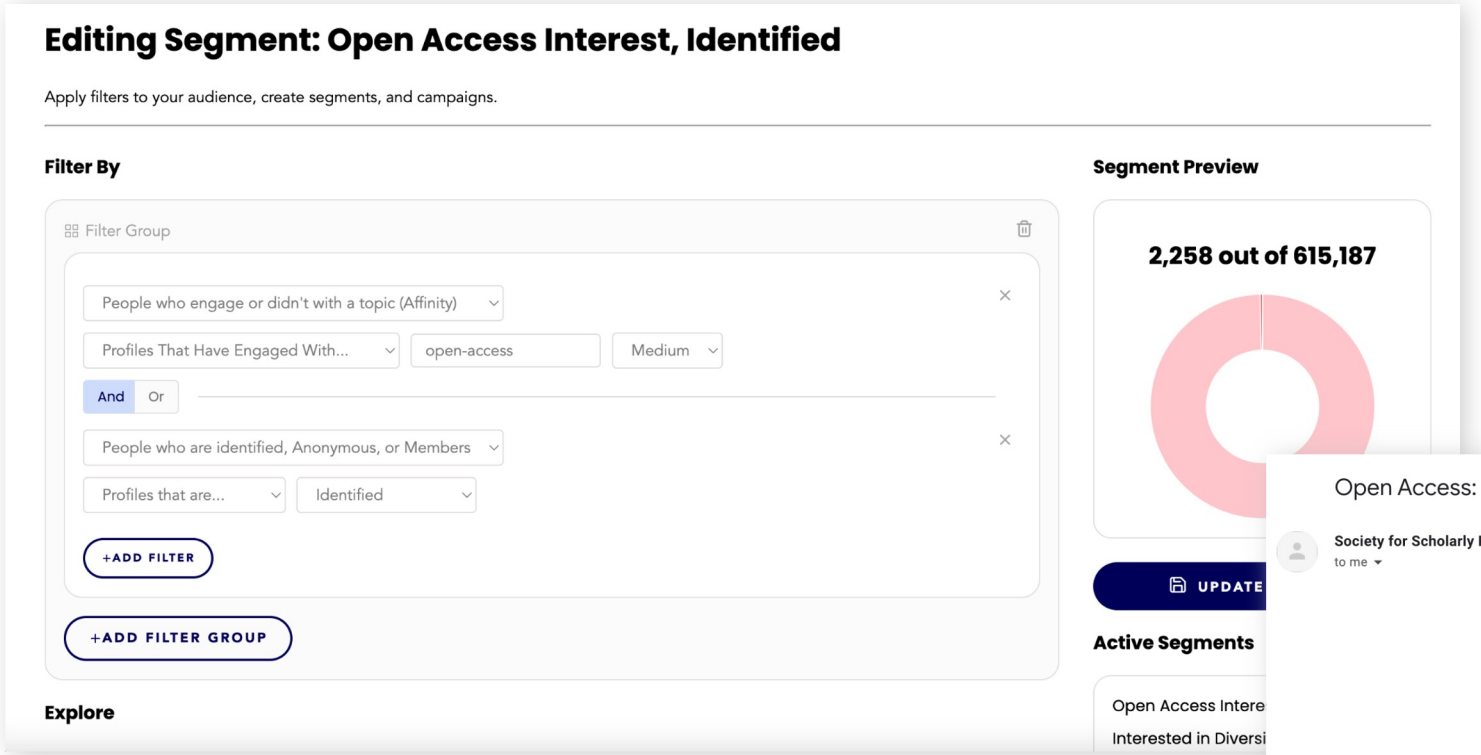
OUTBOUND

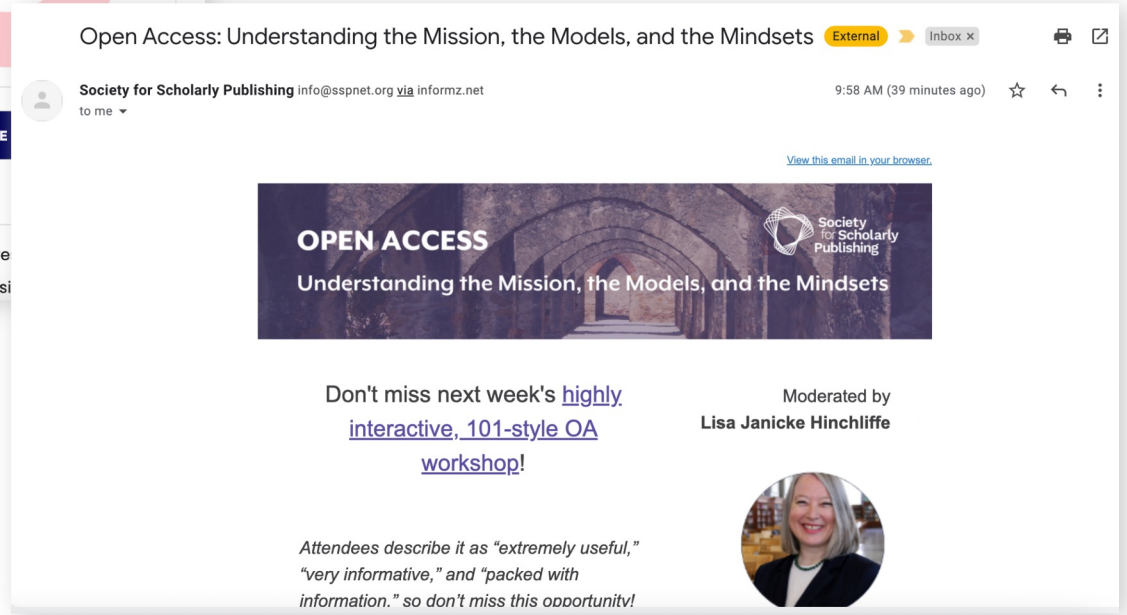
- Communications
- Alerts
- Newsletters
- Evidence of strong marketing

INBOUND

- Web visits
- Metrics on their published papers

Deploy Targeted Emails





Understanding How Campaigns Drive Author Engagement & Submission

Call to action → New segment

Underlying AI: Fractional attribution of earlier behavior to an end-result. "What were the X things the person did before taking this desirable action? Which most dramatically impacted the result? What patterns exist?"

Allows allocation of causal actions and therefore for propensity modeling.

Elevate Marketing and Invest in Martech

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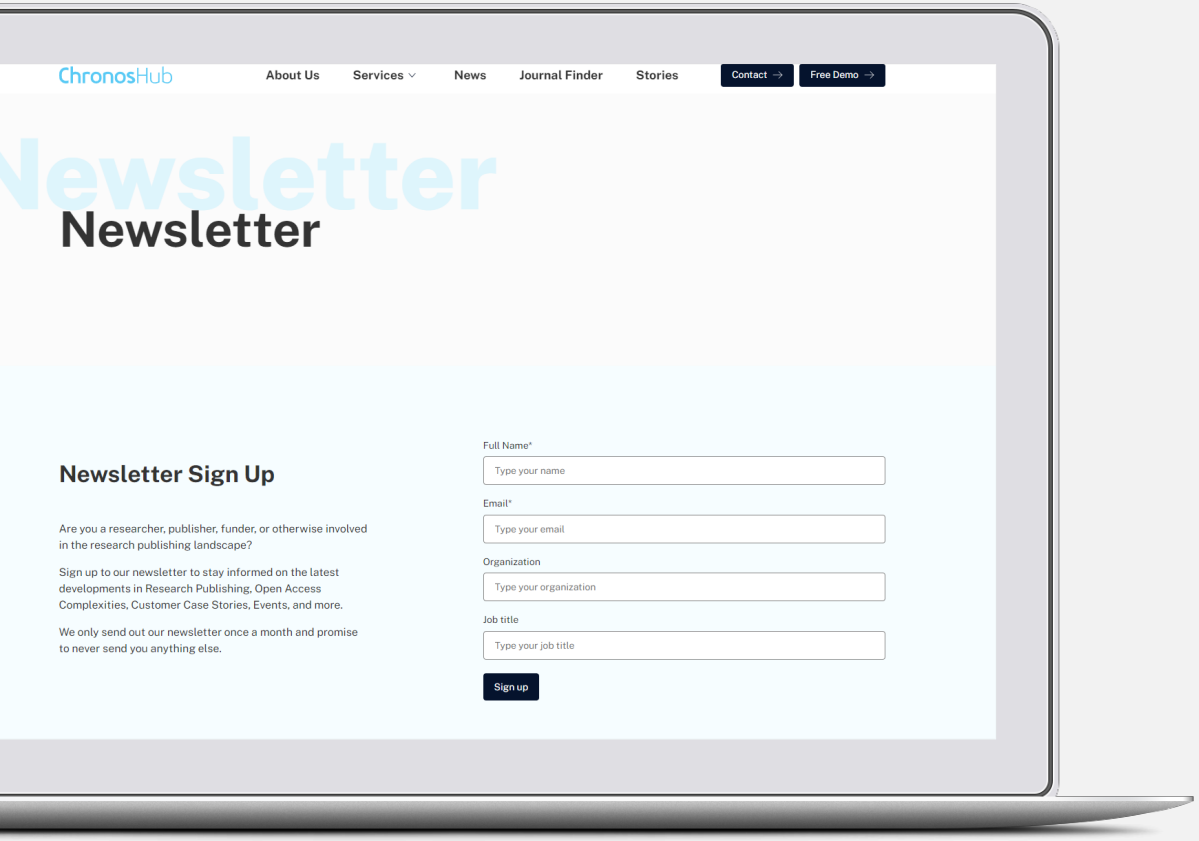
DISCUSSION & Q&A

What's next

Plans for each org around AX

Audience Q&A



NEWSLETTER & EVENTS LIST

Sign up for our newsletter to stay informed on the latest developments in research publishing, open access complexities, customer case stories, future webinars, events, and much more.

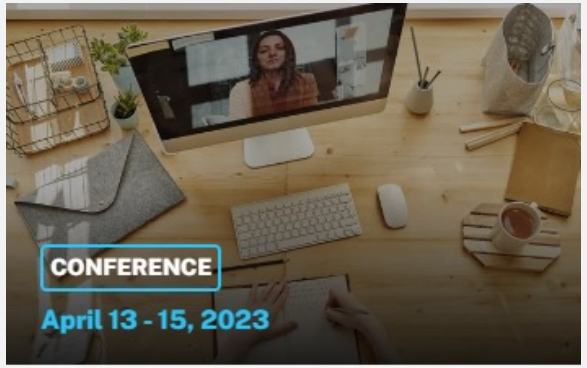
We only send out our newsletter once a month – less is much more.

Newsletter: https://chronoshub.io/newsletter/
Event list: https://chronoshub.io/events/

UPCOMING EVENTS

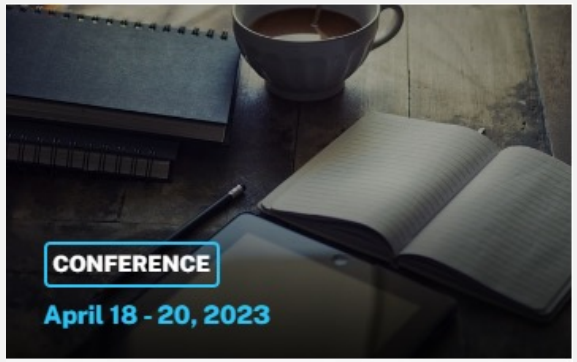
New Feature: Agreement Management for Publishers

If you're a publisher and are interested in knowing more about agreement management for publishers, please sign up here! Romy Beard, Head of Publisher Relations, will give you a quick overview of t...



UKSG 2023

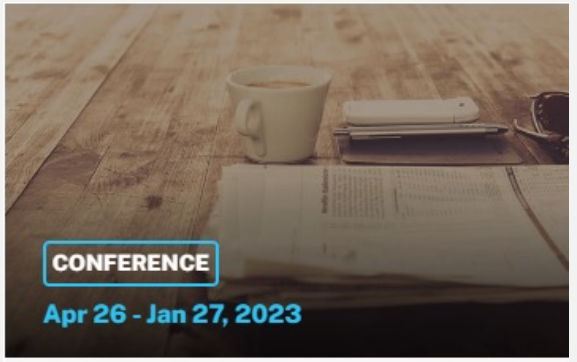
Good news - we'll be at UKSG 2023!



London Book Fair 2023

We are attending London Book Fair! We hope to see you there, too.

HOSTED BY
THE LONDON BOOK FAIR



STM 2023

We are attending the STM US Annual Conference 2023!

HOSTED BY
STM

ChronosHub

GUEST SPEAKER CONTACTS

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cscollans@ce-strategy.com

John Challice
john@hum.works

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BOOK A DEMO OR ASK QUESTIONS –
PLEASE GET IN TOUCH!

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Head of Publisher Relations
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