

Installing a practice of consumer collaboration in a technology-lead company



After being acquired by eBay Classifieds Group in the summer of 2013, there was a firm belief that the future success of 2dehands.be would depend on the **capability to increasingly put the visitor at the core of the business**. Since the end of 2013, a **structural Consumer Consulting Board** is in place, consisting of two separate communities (DU/FR), called the Advisors, which helps the company establish a practice of deep consumer collaboration in the various teams.

What did we do?

A **dedicated Consumer Consulting Board** of 150 visitors has been recruited through various owned media. As such 2dehands.be also aimed at having a **positive brand leverage effect** on the back of the research program. During regular **steerco meetings** with the management team, the agenda for consumer collaboration is defined, pinpointing the challenges to be tackled and the team members to involve.

The results

In a very short timespan, substantial investments were done to further boost the company's position in the market. This resulted in major media investments, thus not only resulting in an increased awareness but equally supporting the **brand essence** built on its **human and supportive nature**. Furthermore, the product team launched a new app and kicked off a major **responsive project**, not only improving the cross-device user experience but also adding features to boost the value 2dehands.be brings to P2P trade.

The group of *Advisors* has been used as a source of inspiration through insight generation and ideation in the major projects mentioned above, while at the same time a day-to-day practice of agile consumer collaboration was installed through 48h tactile challenges. In order to optimise the impact of the Consumer Consulting Board, a full day of face-to-face debate and speed dating was set up between 15 team members and 15 *Advisors* to give some of the key outcomes of the community a real face and make them stick more.

