# Feedback

* Those that have made use of the EDT are, on the whole, happy with the service we are offering. There is a feeling among those that use the EDT on a regular basis that we provide a valuable service, freeing up their time for more productive endeavours. The challenge is positioning the rest of the Network in such a way, freeing up their time and providing a steady stream of work to EDT members. This will ensure the team continues to grow, and will allow editors/designers/translators to prioritise Fipra work in order to turn projects around in a timely manner.
* Fipriots enjoy working with the team and Joanne as coordinator, who is seen as both highly efficient, fun to work with and a good point of contact for general editing/presentation queries. Many see her as the first point of contact for EDT projects, e.g. “I’ll speak to Joanne about making that document look prettier”. This seems to be the case more frequently when projects require both editing and design and coordination between the two, rather than just one service (where the Fipriot will sometimes contact a team member directly, especially for urgent projects). Units considering working with the EDT for the first time are aware that Joanne will be their first point of contact.
* There appears to be an issue with the quality of some written work sent back from the editing side. One Fipriot claimed that a document they received back from the editing team contained a spelling mistake in the first line, and that they had to check the rest of the document for other incorrect changes (an official DG title had two words swapped around, for example).
* Fipra International staff are mostly aware of the services offered by the EDT, but Units are not all fully aware of the large range of services offered (or, in some cases, what we do at all). For example, Philip Howard from Fipra Japan revealed that he was unaware of our web design capabilities, for which he currently has a need. Many in the Network have heard of the EDT but are not entirely sure how they can use us, or why they would use us in the first place. The EDT needs to become a natural part of the Fipra product creation workflow.
* There is still too close a link between individual designers/editors and Fipriots’ perception of the EDT service, i.e. it is expected a certain member of the team will be working on a project that is sent through for design or editing. This runs the risk of Fipriots feeling they are getting a “second class” service if a project is handed to one designer or editor over another; some Fipriots indicated a sense of disappointment when an EDT member they hadn’t worked with before was assigned to their project.
* There is a convoluted workflow for hosting/updating content on the Fipra web server. Currently Claire and/or Joanne have to get in touch with/wait on Mew Media making updates/changes remotely. It would be much more useful for control of all online services and tools to be coordinated and accessed from a central hub, in the cloud so administration tools can be accessed from anywhere within the Fipra Network (with permission/usage rights).

# Action Points

* Encourage all projects to be submitted via [edt@fipra.com](mailto:edt@fipra.com) or www.fipra.com/edt. This could be done on the EU Eye, in EDT member email signatures and wherever Fipriots interact with the brand electronically. We could perhaps include a polite reminder in any replies to emails sent to designer/editor/translator personal accounts.
* Continue to look to build and strengthen the team so we can respond to requests in a timely manner in any timezone.
* Ensure a standard level of quality output from all team members through a training programme balanced between test projects before moving on to initially small, straightforward jobs coming in from Fipriots. Production of a document or package that educates new team members on “The Fipra Way”, in terms of visual style and voice, might be a useful addition to our materials. If a re-brand of the Fipra Network goes ahead as suggested, this process could happen shortly after.
* Build trust in all EDT members through bios and promotion of past experience, perhaps on a website or in relevant Fipra internal bulletins (see marketing tools below). Currently JK and MvP are highlighted as lead members of their respective teams (with bios in the Network Meeting booklet, for example), which may lead to disappointment and insecurity if other anonymous members of these teams are working on a project. Projects should be sent to “The EDT”, not “James from the EDT”.
* Re-position editing services either through additional services or increased marketing. The “Quick Edit” service and “Fresh Eyes” suggestion (whereby an editor assesses a text in a non-destructive way, commenting rather than correcting) may be a good way to shift attention from correcting a text to offering a fresh perspective.
* Perhaps set-up an auto-responder on [edt@fipra.com](mailto:edt@fipra.com) and for requests submitted via [www.fipra.com/edt](http://www.fipra.com/edt) that will confirm receipt of a project request. This could be used as an advantage to encourage Fipriots to use these submission methods, i.e. peace of mind that their project has been received and will be assessed quickly by whichever team member is dealing with requests.
* Introduce marketing tools to keep our services in Fipriots’ minds. A monthly e-newsletter with a brief run-down of the previous month’s projects and tasks undertaken would serve to keep us relevant and promote the services we offer. A promotional video or website might serve to demonstrate our services and the process of submitting a request through to receiving deliverables.
* In combination with the e-newsletter, a portfolio site might be a useful addition to our marketing arsenal. This would allow Fipriots to find out more information on projects we have worked on, view images of finished products and promote our services to clients. The e-newsletter could link to individual projects for the reader to find out more information.

# Data Collation and Analysis

* It would be useful to obtain a break-down of users visiting the Fipra website and data on the sections and pages that are most visited. This will allow us to begin planning work on the new Fipra website.
* In combination with this information, a brief survey of Fipriots could prove useful for functionality additions. For example, Fipriots may feel it would be handy to send clients or contacts to a page containing certain information or resources, or that some kind of easy to use file sharing platform would be a useful addition. For example, we could create a mini-site that promotes Fipra along the lines of the Network-wide “About Fipra” PowerPoint slides included in many presentations.
* With a view to centralising all of Fipra’s web presence and online tools, it would be useful to have access to a report or some kind of run-down of all Fipra’s existing tools and how/where they are hosted, e.g. Zimbra, Fipra.com domain name, FipraTools, etc. We can then assess what is needed and I can provide suitable, scalable options that will make for more effective server access and use.