The Community Roundtable launches first-of-its-kind Community Performance Benchmark service

"GPS for community management" gives organizations unprecedented insight into the management systems that drive digital transformation

(Boston, MA) – Today, **The Community Roundtable** announced a new assessment offering to its clients, the Community Performance Benchmark (CPB). This innovative new service is designed to give companies a better understanding of how effectively their community management efforts are delivering on organizational objectives.

"Community management has evolved to the point where organizations understand the impact of communities and the best have created roadmaps and ways to measure value," said Rachel Happe, co-founder and principal of The Community Roundtable. "However, goals simply tell you where you want to be, not how to get there. The Community Performance Benchmark gives you an understanding of where you are, your management gaps and your opportunities."

The Community Performance Benchmark utilizes The Community Roundtable's Community Maturity Model and State of Community Management research to evaluate communities on eight critical competencies:

Strategy
Leadership
Culture
Community Management
Content and Programming
Policies and Governance
Tools
Metrics and Measurement

The CPB then compares those results with averages compiled from the extensive portfolio of communities that have taken part in TheCR's State of Community Management research, and benchmarks them relative to those communities considered best-in-class, 85% of which can measure their value. CPB customers can choose to compare their results to other research segments, such as industry, company size, or community use case.

"With five years of research and experience specifically evaluating community maturity, we now have the measures, algorithms and research portfolio to both know the critical

elements of successful communities and have a scale on which to place any community program to give its managers strategic guidance," said Happe.

The Community Performance Benchmark adds value for communities at all levels of maturity and investment. At organizations investing heavily in communities or that are further along in their community management journey, the CPB provides an evaluation that goes beyond simple ROI to evaluate how mature an organization's community management practices are across competencies – critical data for revising strategy and informing planning.

For organizations earlier in their community journey, or those that have started but not set a formal strategy or goals, the CPB serves as the starting point for investing in the elements that are critical components of mature, successful communities, tailored to the goals of the organization.

"Measuring ROI is important, but it's an output," said Happe. "What we strive to do with the Community Performance Benchmark is provide a trusted third-party evaluation that helps organizations build the systems required to deliver repeatable results, and identify areas of untapped potential to strengthen community management even further."

To learn more about the Community Performance Benchmark, visit communityroundtable.com or contact the Community Roundtable at info@communityroundtable.com.

The Community Roundtable was established in 2008 as a professional development network for community, social media and social business professionals, providing an extensive array of training, tools, research and advisory services to members and enterprise customers both in and outside of the U.S. TheCR Network gives members access to exclusive connections, events, training and resources, as well as immediate support from TheCR and 200 peers in community and social business roles. TheCR's Community Maturity Model has been adopted by customers worldwide as a framework to start, build and grow communities, and the annual State of Community Management provides in-depth analysis of the growth and maturation of community management.

Our clients come from 90+ enterprises, including SAP, Dell, CSC, Intuit, Nike and CA Technologies. To learn more about TheCR Network, advisory services, tools and research, visit www.communityroundtable.com or follow us on Twitter at @TheCR