

Ten questions on...Kudos

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Charlie Rapple, **Co-founder, Kudos**

Part 4

TRANSCRIPT

[START] **Leila Mills:** What is next for Kudos? How do you see the service evolving?

Charlie Rapple: Yes, plenty in the pipeline as you can imagine. We are going to have, we are probably not going to do a huge amount of work to the author interface, because we really do want to keep that very simple, very plain. Authors have had very, we have had so few customer service problems. It is obviously intuitive, they have worked it out, so we don't want to confuse that any more than we have to.

One thing we do want to do for authors is introduce some new features that enable them to benchmark themselves against others in the system and they can sort of pick a peer group of people at a similar career level, in a similar subject area, and compare how their articles are doing for usage and social media discussions and so on, against others, just to get a sense of where they sit so that they are not looking at their own data in isolation. We also want to help create more customised plans for authors so that they can work out where they need to focus, you know perhaps they particularly should be focusing on improving the social media discussion around their work. We can generate a kind of custom action plan and ask them how much time have you got available this week and then say, right for the half an hour you have got, the best thing you could do with that is focus on these two things.

So we want to introduce a more customised service for authors. We want to introduce a much more interactive and comprehensive reporting interface for publishers, so that you can come in and see who is using the service, which articles are being shared most effectively, the result of that has real advantages for shaping your own PR and marketing strategies, even product development, even potentially editorial strategy, if you see that there is a certain type of article, a certain topic that is really taking off. So more reporting for publishers and we want to get a lot more content into the system so that we can start to evaluate its impact at a much larger scale, to see whether what seems to be true as a result of

a relatively small proof of concept, turns out to be true in reality across a much wider dataset.

Leila Mills: Well it certainly sounds like you have got lots planned for the next few months. Thanks very much Charlie for answering our ten questions. We look forward to following your progress. [FINISH]