SENIORWEB

SeniorWeb

Ingrid Kock November 2017
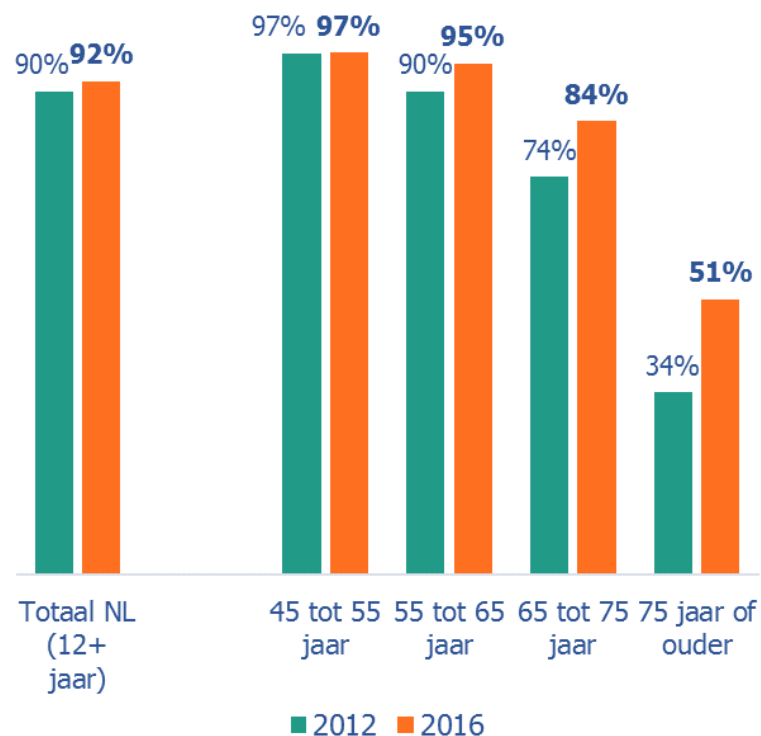
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Senior citizens in the Netherlands

50+ population
50+ BEVOLKING

	Bevolking 50+ (x mln.)	Totale bevolking NL (x mln.)
2019	+11% 6,9	+2% 17,2
2013	+13% 6,2	+2% 16,8
2007	5,5	16,4

Bevolking 50+ (x mln.)
Totale bevolking NL (x mln.)

Internet use
Gebruikt internet

	Totaal NL (12+ jaar)	45 tot 55 jaar	55 tot 65 jaar	65 tot 75 jaar	75 jaar of ouder
2012	90%	97%	90%	74%	34%
2016	92%	97%	95%	84%	51%

2012   2016

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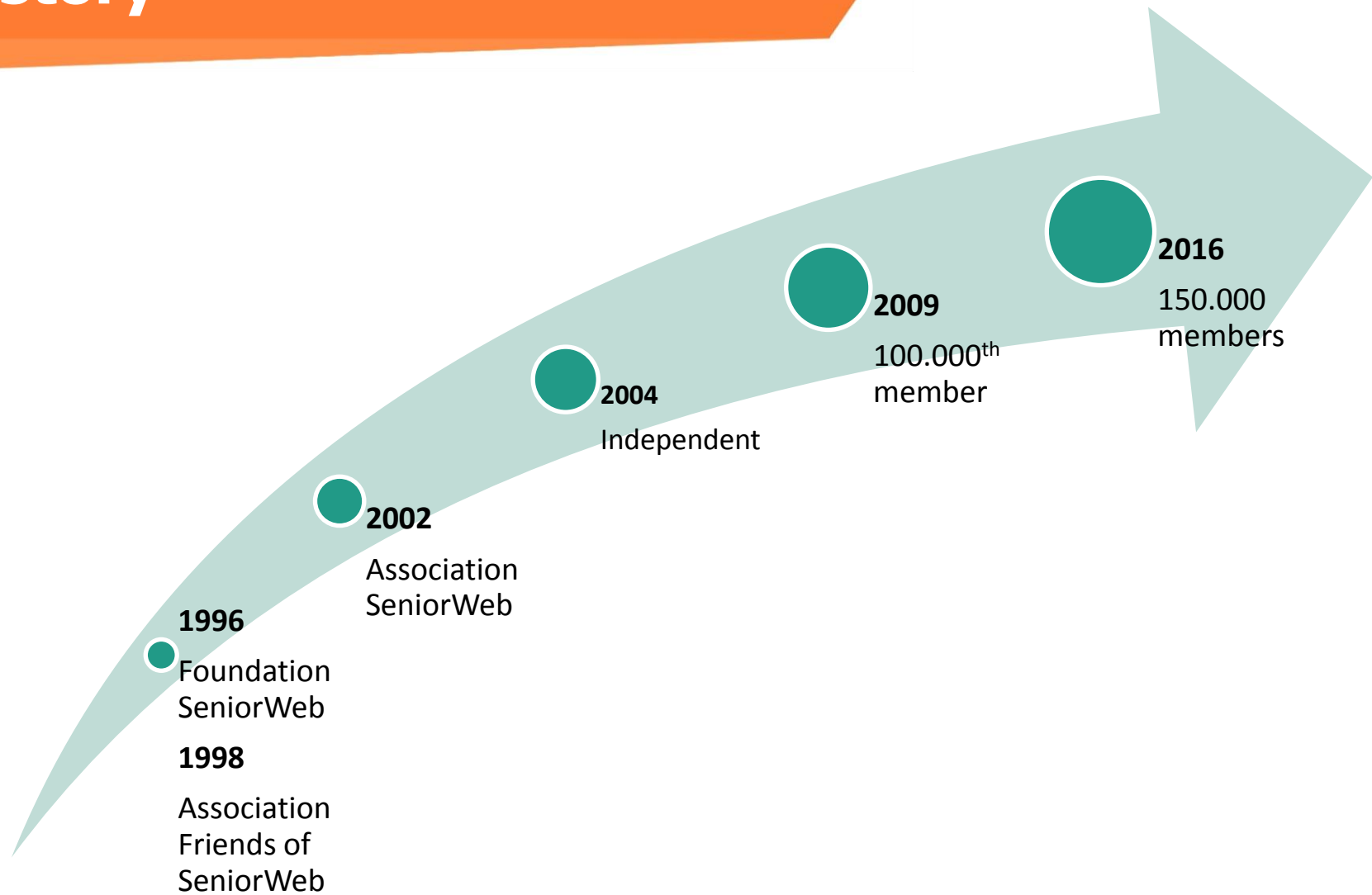
The mission and vision of SeniorWeb

Mission

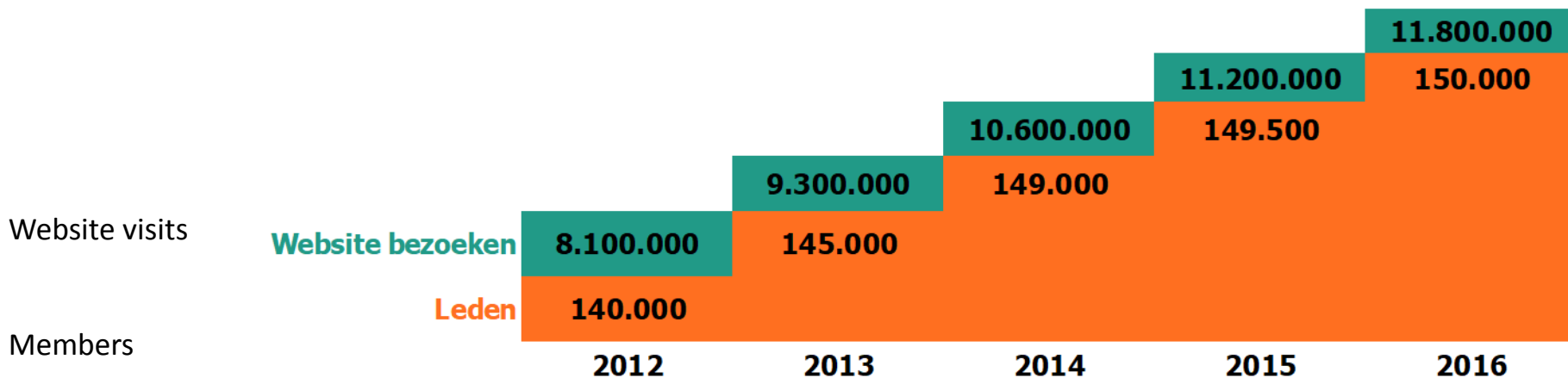Participation and development of <u>all</u> senior citizens in the digital society

Vision

SeniorWeb believes that the digital society is an essential part of, and offers an enrichment for, the daily life of a senior citizen.

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History

1996
Foundation
SeniorWeb

1998
Association
Friends of
SeniorWeb

2002
Association
SeniorWeb

2004
Independent

2009
100.000[th]
member

2016
150.000
members

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Organisation

- Member Council (35 members)
- Board (7 members)
- Head office (30 employees)
- Ambassadors (3.000 volunteers)
- Members (150.000 members)

Website visits

Website bezoeken

Members

Leden

	2012	2013	2014	2015	2016
Website visits	8.100.000	9.300.000	10.600.000	11.200.000	11.800.000
Members	140.000	145.000	149.000	149.500	150.000

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Domain

Digital developments (devices/software/internet/applications) that have impact on the daily life of senior citizens in different ways:

- Social - in touch
- Psychological – up-to-date, in the lead
- Financial/economical – beneficial; government
- Health – e-health
- Living – Home automation
- Personal interests - hobbies, entertainment

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What does SeniorWeb represent?

Basic values:

- Expertise: reliable filter and a source of information for the elderly
- Accessible: understandable (step-by-step), affordable, at your own pace
- Supportive: help the members to advance digitally
- Inspiring: discover the digital world, enriching daily life
- Human: for senior citizens from senior citizens

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Membership

For € 31,- a year, members benefit from:

- The magazine: Enter
- Computer help
- Online courses
- Purchase advice
- Computer books and accessories
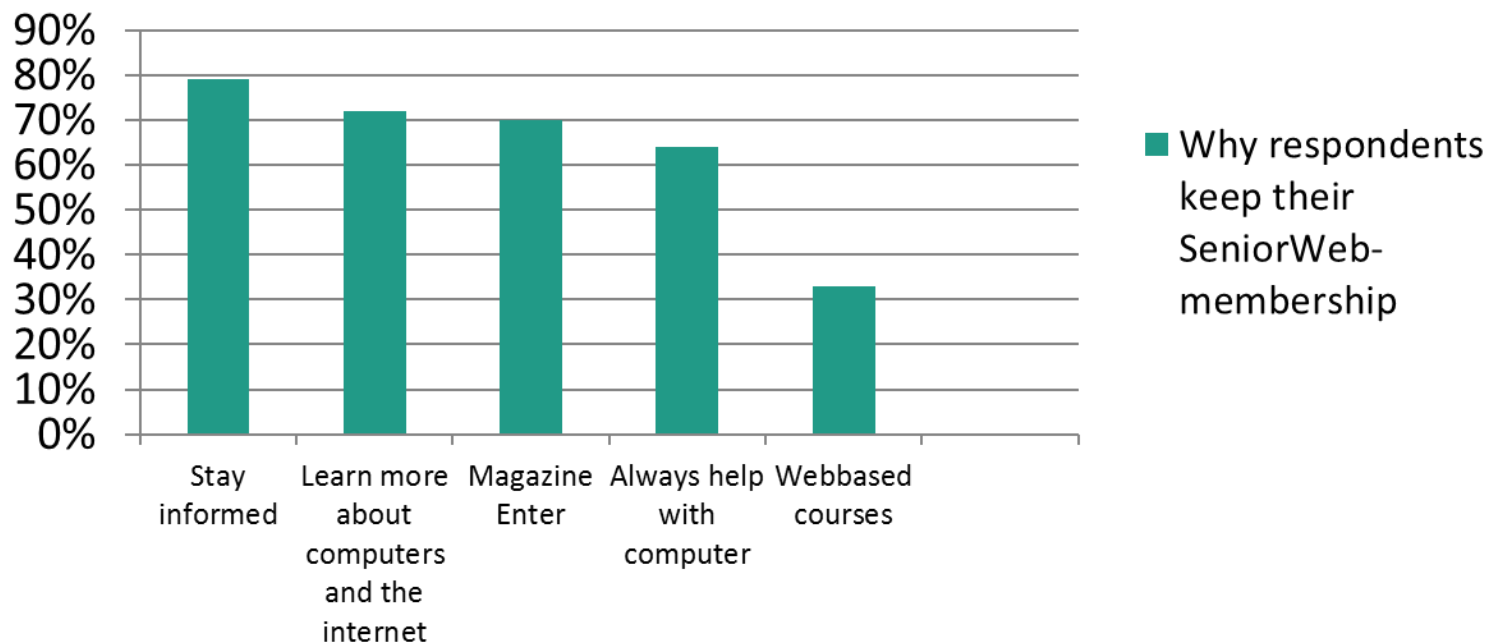- Contact with other members
- Newsletters

Recruitement of new members

- Leaflets, radio and online ads
- In Learning Centres
- Membership as a present
- Prospects: a free Enter and digital newsletter
- Mailing ex-members
- 50 plus fair
- Mailing of members who unsubscribed

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Why SeniorWeb?

For everyone who wants to learn more about, and be up-to-date with the digital world.
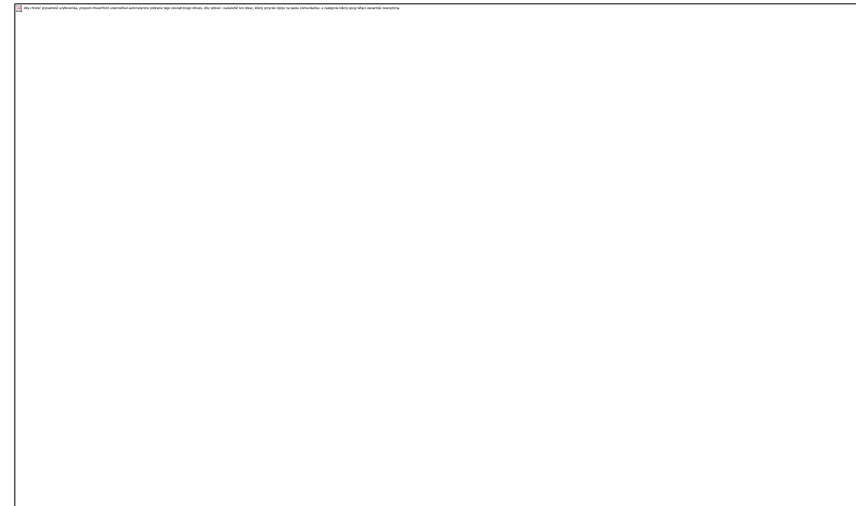
Volunteers SeniorWeb

Learning Centres

- Courses and workshops
- At 425 locations in the Netherlands
- For beginners and advanced
- Approachable: understandable and affordable
- Teachers are seniors and volunteers of SeniorWeb
- Accessible for everyone, you don't have to be a member

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PCHelp

3 PCHelp services (55.000 requests a year):

- PCHelp by telephone
  - Remote PCHelp (Teamviewer)
- PCHelp at home
- PCHelp via internet

Ratings PCHelp (Membership research 2015 – 3.376 respondents)

PCHelp at home:	8,1	(highest score out of 10 same as Magazine Enter)
Remote PCHelp:	8,0	
PCHelp via internet:	7,7	
PCHelp by telephone:	7,6	

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PCHelp by telephone

At PCHelp by telephone, volunteers solve computerproblems of SeniorWeb-members by phone.

- Open on working days from 9.00-12.00 AM on a servicenumber.

- Volunteers work at home with online callcentersoftware

- About 50 volunteers, 1 morning a week, 10 volunteers per day

- 2015: about 15.000 calls

Remote PCHelp

For remote PCHelp the volunteers help the SeniorWeb-member with Teamviewer or Quick-Assist while being on the phone with them.

- The appointment is a result of call with PCHelp by Telephone
- Volunteers work at home with online callcentersoftware
- About 10 volunteers, about 3 appointments p/day p/week
- 2015: about 877 appointments

PCHelp at Home

PCHelp at Home volunteers make an appointment with SeniorWeb members at home.

- A regional co-ordinator is responsible for the distribution of requests
- Nationally divided in 7 regions, every region has 2 co-ordinators
- About 350 volunteers
- 2015: about 9500 requests

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PCHelp via internet

PCHelp via internet volunteers answer online questions of members.

- Members can ask questions online for free
- Volunteers can answer questions by choice
- About 30 volunteers
- 2015: almost 30.000 questions

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Does it work?

Yes! SeniorWeb: active for 21 years.

- **425** SeniorWeb-Learning Centres

- **3.000** volunteers (50+)

- **150.000** members

- **705.000** educated senior citizens

- **58.000** requests for computerhelp a year

- **11,8 million visits a year** on our website

Per jaar worden er
58.000
hulpvragen online, telefonisch en aan huis afgehandeld

150.000
leden in 2016

3.050
vrijwilligers

425
leslocaties

Sinds de start zijn
740.000
senioren opgeleid

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Future

- Non-liners
- Different devices
- Commade training
- Home automation
- E-health

Partners

Digitally Fit with SeniorWeb!

www.seniorweb.nl