

Data's Role in Transformational Discipleship

Consider the value of insight as a mechanism for
spiritual development and personal connection



As a company that creates digital tools for discipleship, we often find ourselves in passionate conversations about the role of technology in the church. We're humans first, so we know how easily people get lost in their phones, endlessly searching for lighthearted entertainment or feeding into the negativity that runs unchecked on social media. **If your church could interrupt social scrolling with relevant, customized, and life-giving content, should you?** An even more important question might be, should the church use technology to engage congregants?

As you're mulling it over, we'd ask you to consider the value of **insight as a mechanism for spiritual development and personal connection**. We'd argue the more insight (data) we have the more authenticity we can show up for the people around us. The more insights we are willing to receive about ourselves and others the more self-aware and intimate the conversations become—member data drives richer relationships and community.

As a group of church communicators and leaders first, we saw a lack of awareness in how we were communicating with our members. There were targeted messages going to the wrong audiences creating confusion, apathy, and indifference. **What if every piece of communication was as intentional as you are with the people in your life?**

At StudioC, we developed a tool that reinforces your existing discipleship strategy, your current technology stack and your existing teams to deliver timely, relevant, and personal communication to the people of your church every day of the week. **After all, when it comes to serving others well, it's important to be intentional and relevant.**

This technology does more than just stop doom scrolling, it pairs personalized messaging with your current discipleship process; we like to call it "personalization with a purpose".

What if every piece of communication from your church was as intentional as you are with the people in your life?



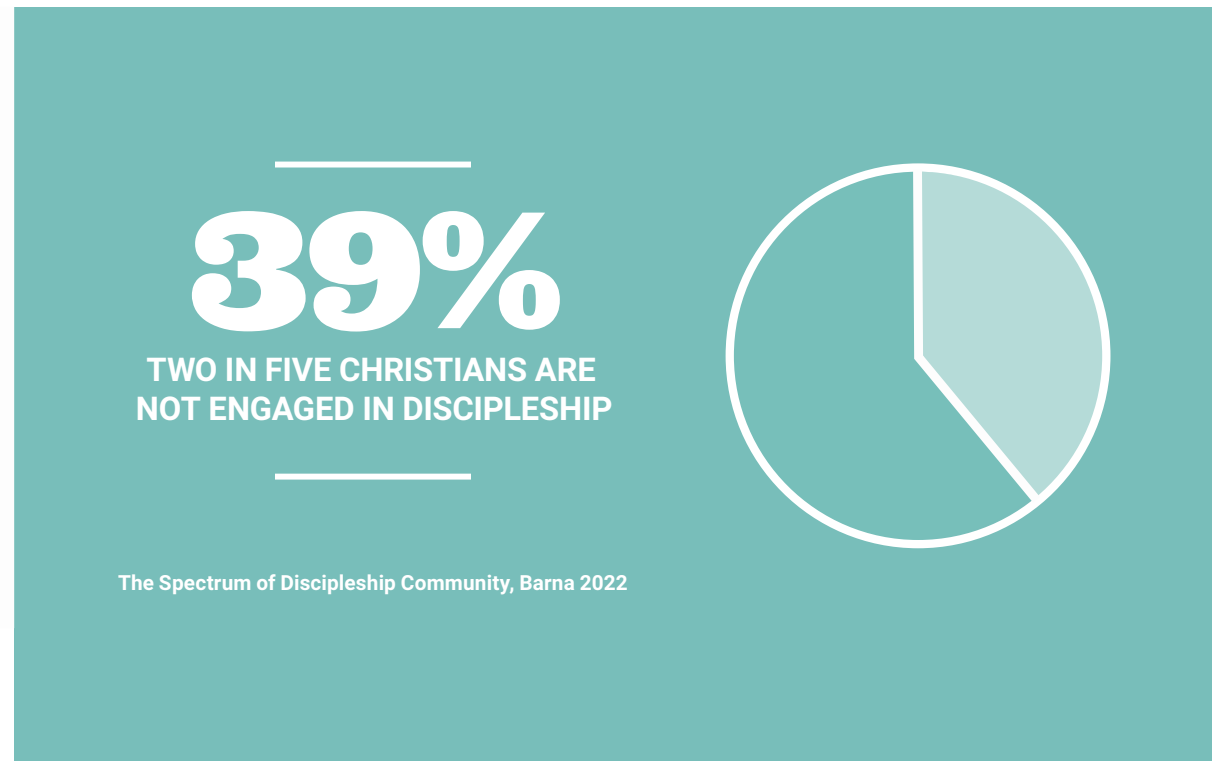
The result is a more meaningful gathering place for people to grow in their relationships with Christ and other like-minded people.

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We know how difficult it is to be intentional with your church members from Sunday afternoon to Saturday night. Our tool allows you to communicate in a clear, targeted, and meaningful way so that you can continue to help your members take THEIR next step even when there’s no one in the room.

Better insight = more opportunities for growth. At the end of the day, smarter communication fosters greater spiritual development and more meaningful relationships.



Katie Fisher

Executive Director, Rock City Church

“Data has made us more personal. Data feels really ‘impersonal’, but in our context, the more we know about someone, the better we can pastor them, the better we can love them, the better we can lead them.”

[VIEW THEIR TESTIMONIAL VIDEO](#)



Help your people take their next step all week long.

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