Grazitti Interactive®
Marketing for Digital Natives

8 Enhancements for Your Online Community to Improve its Performance & ROI

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Introduction

Creating and maintaining an online community has become essential for marketers. According to Forrester Research, 60 percent of businesses have an online community, with an additional 15 percent planning to open one in the next 12 months. Some of them are operating on a social media channel, like Facebook and Instagram.

In a lot of cases, it makes sense for B2B companies to build dedicated or branded community on a platform, like Salesforce, Lithium, Jive, or an open source solution. Online communities provide more opportunities to engage members than any social media platform, including Facebook and Twitter. 77 percent of companies believe that an online community significantly improves brand exposure, awareness, and credibility.

By Leveraging an online community, you can easily involve members in a multi-way conversation and drive expected engagement to meet your business goals.

The prime objectives of every community manager or owner tend to be:

- Growing the user base
- Driving engagement
- Measuring impact on business
- Justifying ROI

For achieving these objectives, a community manager needs to stay ahead of the curve in terms of features and functionality updates for his or her community.

Some Interesting Stats Shared by CMX Hub Recently

54%

Companies reported successfully measuring retention to demonstrate their community's business value

46%

Believe that community's impact on sales revenue to be the most important metric

26%

Believe customer support/success to be the most important value their community drives for their organization

In this whitepaper, we will explore 8 useful community enhancements that a community manager can include into their community roadmap.

8 Useful Enhancements for Online Communities

Marketplace

Document Management System

Learning Management System

Customer Support Software

Product Info and Software License Management

Social Media Feed

Enterprise Search Solution

Customer Advocacy Program

01 Document Management System

What is it? DMS is used to track, manage and store documents. It helps businesses keep a record of the various versions of documents created by different users.

Besides tracking history of any document, you can also track document input, indexing, search, processing, and security using your user dashboard.

Why DMS & online community? Community managers generally face issues with publishing, storing, organizing, securing and accessing documents in the knowledge base.

A sound DMS integration enables anywhere-anytime access, facilitates document organization, offers complete access control, and provides secure file sharing capabilities to stakeholders spread across geographies.

Document management software provides community managers with a high degree of accuracy, quality, and time-cost efficiency.

What should a right DMS have? Identify your organisation's needs and budget because they are two crucial factors. Having said that, here are some key features of a functional document management software should have:

- Security and access control
- Version control
- Audit trails
- Check-in/check-out and document lockdown
- Simultaneous editing coordination
- Search & retrieval
- Indexing and classification

- Annotations
- Document collaboration
- Storage Space
- Templatization
- Seamless digital signature
- Mobile app augmentation

Success Story

Learn how Grazitti helped a customer with DMS Integration.

The Customer - The customer is a USA-based company that offers leading Quote-to-cash (QTC) solutions, including Configure-Price-Quote (CPQ), contract management, E-commerce, and revenue management.

The Context - The customer had a customer community in Salesforce and was using Confluence as document management system.

Every time a user raised a query in the community, the support reps had to log into Confluence to find the relevant query and share it with customers through an email.

The Objective - They wanted to deliver a single login to allow their community members directly access their documents and get a seamless support experience.

The Solution - We integrated their community with DMS. It enabled their community members to search and access the documents stored in Confluence.

To create a common login place, we set up a Single sign-on within their community. It enabled customers to access their database using the same login credentials.

The Result - The customer was able to provide all the relevant information to their users on a single platform, which resulted in enhanced user experience.

Moreover, they saved a significant amount of their online community budget by avoiding the need to invest in multiple Confluence licenses.

02 Learning Management System

What is it? A learning management system (LMS) is used for the documentation, tracking, reporting, administration, and delivery of educational courses or training programs.

Why LMS & online community? Community managers relying on in-house platforms to distribute online courses find it difficult to track and manage courses and programs. Further, they cannot always accurately measure the success or failure of a program, or provide the personalized user experience.

A professionally-designed LMS system enables you to easily build, distribute, manage, and administer your community or firm's eLearning programs, and provide with 24x7 access to users.

What a right LMS should have? Selection of the right LMS for your organization depends on the learning requirements of your business or community.

- Easy access anywhere, anytime
- Diverse content options to facilitate multiple learning styles
- Course creation tools
- Learning paths
- Assessments

- Interactive discussion and peer support
- Consistency of training and content delivery
- Tracking and reporting
- Regulatory compliance
- Leaderboard

Success Story

Learn how Grazitti helped a customer with LMS integration.

The Customer - The customer is a California-based company that offers products for data blending and advanced data analytics.

The Context - The customer had an online learning community for their employees. They wanted to engage learners and enable knowledge sharing to improve their learning experience.

The Objective - An Advanced Learning Management System that would enhance the impact learning and development initiatives made on employees.

The Solution - We integrated Cornerstone OnDemand within their employee community. It enabled their employees to access all courses and training programs anywhere, anytime.

The Result - The customer saw a significant improvement in employee engagement and performance. Their employees could easily comment to mentors to close skills gaps while enjoying the cohesive learning experience.

We also integrated Cornerstone OnDemand for a renowned marketing automation software provider and a traffic monitoring technology vendor.

In an addition to Cornerstone OnDemand, we integrated Moodle and Adobe Prime with online communities for our customers.

03 Social Media Feed

What is it? Social media feed integration provides you with a simple way to aggregate all of your brand's hashtags and social media posts into a single social media feed on your community.

Why Social media feed and online community? By integrating your social media channels – Facebook, Twitter and LinkedIn with your online community – you can improve your brand's image, and community engagement substantially.

Today, when 1 in every 3 customers turns to social media to seek advice or communicate with a business, presence on popular platforms will help you evaluate your product or service's performance, and build a strategy accordingly.

If a customer uses your business hashtags in a comment or post on a social channel, our social media aggregator tool will process it in its feed, and take an action based on the customer's sentiment.

Positive sentiments will be forwarded to the sales department as a new lead whereas negative sentiments will escalate a case in the support department.

What should the ideal social media feed aggregator have? Although the suitability of an aggregator depends entirely on the type of social media channels you want to cover, here are some key features that a social media feed aggregator should have:

- Social feed aggregation
- Integrated sharing
- Reporting

- Filters and moderation
- Analytics
- Auto updates

Success Story

Learn how Grazitti helped a customer with social media feed integration.

The Customer - The customer was a leading IP security solution provider.

The Context - The customer had multiple social media channels. It was difficult for them to track all of them. Since they weren't able to analyze all social media feeds, they were losing leads and weren't able to address the grievances of the existing customers.

The Objective - The customer wanted a common place where they could track the conversation s taking place on their social media channels to identify trends, opportunities, concerns, and competitor activity.

The Solution - We integrated Radian6 with their online community, which enabled their support reps to listen, engage, publish and analyze feeds across social channels.

We enabled auto-routing of social media feeds to sales and support teams. All positive sentiments were automatically forwarded to the sales department as new leads, whereas negative sentiments were sent to support reps as new cases.

We also created a custom dashboard for the customer to easily dig down into conversations for meaningful insights.

The Result - The customer was able to get real-time feedback and a comprehensive multichannel view of user interactions across the social landscape. This provided deep insights into high-performing social posts, which helped the customer s target and grow their audience strategically.

04 Marketplace

What is it? Marketplace integration is used to integrate well-established marketplaces online. On leveraging this integration, your products will get remarkable exposure at the global level, and you can easily break into the new markets.

Why marketplace & online community? All your data will be in one system, which means you can control your products, orders and stock levels from one place.

It helps you bring all your partners, developers, marketers and other stakeholders on to one common platform to create or modify solution packages in real-time a the adapt to the ever-changing marketing needs.

What should a right marketplace software have? Following are some imperative features that your marketplace software should have:

- Seamless product information management
- Order management and fulfillment
- Customer relationships management
- Inventory management
- Version management
- Vendor details

With marketplace integration, you will be able to manage your inventory, customers, orders, and product information from one central location.

Success Story

Learn how Grazitti helped a customer with marketplace integration.

The Customer - The customer is a US-based company that offers solutions for mobile device management and enterprise mobility management.

The Context - The customer was managing partners and customers on two different platforms. They were experiencing difficulty in managing them.

The Objective - The client wanted a common platform where they could handle the customer support, and partners easily.

The Solution - We extended their customer community for their partners by setting up a marketplace. To help our client keep up with all leads, we added custom attributes. Partners could check products, get details and show interest in the ommunity's marketplace.

The Result - The customer was able to track user behavior, trends, and demands, which further helped them create sales opportunities and boost revenue. The customer was also able to maintain a healthy balance between delivering effective customer support and addressing partners' issues.

05 Enterprise Search Solution

What is it? Self-service success is the prime focus of almost every community. Leveraging an out-of-the-box enterprise search solution, you can integrate all your content sources, and sites with a single search box, and help your community members self-serve by accessing all the information from acentralized location.

Why enterprise search solution & online community? Your audience can easily access all help articles, FAQs, sites and knowledge base which increases case deflection rate, improves self-service success, and reduces support cost.

Intelligent self-service is not only preferred by your customers, it is also dramatically more cost-effective than other service channels. So, integrate an AI-powered search solution with your community to improve the case deflection rate.

What should a right Enterprise search solution have? Choosing the right enterprise search solution is crucial for you. Here are some key features to look for to help you choose the right one:

- Multi-access behind a simple search box
- Multi-sourced content
- Multi-channel consistency

- Multi-role access
- Multi-process expertise

Success Story

Learn how Grazitti helped a customer improve case deflection rate by 25% with an enterprise search solution.

The Customer - The customer is a San Francisco-based cloud and mobile software provider and one of the fastest growing companies on Salesforce AppExchange. It empowers companies to deliver a unified and industry-specific customer experience and achieve greater sales and service agility.

The Context - The customer had their customer community built on Salesforce and documentation in MadCap Flare. They were having a difficult time unifying search results from both these platforms, and delivering relevant and personalized search to customers and support engineers.

The Objective - The company wanted to make their content residing in the customer community and their MadCap Flare-based technical documentation to be easily discoverable and accessible.

The Solution - We deployed our enterprise search product SearchUnify to the customer community.

The Result - SearchUnify increased the number of searches per month by 20%. Further, the boost in community search also improved the website visits by 25% per month.

Moreover, the content gap analysis helped to drive content engagement on community and improved case deflection rate by 25% within the first three months of SearchUnify's deployment.

06 Product Info and Software License Management

What is it? Product download and license management integration will provide your audience with an easy access to your product documentation and learning material to facilitate quick onboarding and learning. For example, information on how to download a product or renew your license key.

Why product info & software license management & online community? Their integration enables an effective management of software licenses and product versions. If you are selling multiple versions of a software, you can create a complete system by creating upgrade paths for customers to upgrade between license levels using this integration.

Many integrations provide automated email reminders that can be sent to customers when a license is about to expire, and from the email, customers can, with a single click, go directly to your store and renew their license key.

Success Story

Learn how Grazitti helped a customer with product info and software license integration.

The Customer - The customer is a US-based SaaS company that provides solutions for marketing automation.

The Context - The customer had a customer community in Salesforce and was using Confluence as document management system.

Every time a user raised a query in the community, the support reps had to log into Confluence to find the relevant query and share it with customers through an email.

The Objective - The customer wanted a system where they could get an insight into information pertaining to products, customers and subscription expiry date.

The Solution - We set up Flexera for the customer's community to help the customer with effective and efficient product management. To take some weight off the customer's shoulders, the IT asset management software provided their end-customers a comprehensive dashboard. The users can now access any product easily, use it and upgrade their existing solution.

The Result - The customer was able to track product details like expiry date, subscription info and more. Additionally, they were able to get customer insights , such as who had downloaded or used the software , thus keeping them updated with information theft. They were also able to save a considerable amount of money with regular reminders of system upgrades, licensing agreements and more.

07 Customer Support Software

What is it? Customer support software integration will offer everything that you need to deliver exceptional customer service. It not only helps answer your customers in real-time using a chat console but also provides you with insights into metrics to evaluate the health of your community.

Duplication of effort is the biggest issue with customer communities, and prevents support reps from achieving maximum productivity.

Selecting the right customer support software offers numerous benefits, including a reduced duplicate effort by agents, reduced customer frustration because they won't have to repeat all of their information every time they contact your support rep, and ultimately, increased CSAT.

Why customer support platform & online community? By leveraging a customer community and customer support platform integration, you will get a single platform, enabling you to create more meaningful, personal, and productive relationships with customers.

Success Story

Learn how Grazitti helped a customer with customer support software integration.

The Customer - The customer is a US-based company that offers category-defining Quote-to-Cash software delivering CPQ, Contract Management, E-Commerce and Revenue Management.

The Context - The customer had an online community but when their end-customers could not find a solution to their query, they had to log into the support center and create a ticket or send an email to support team. This process was time-consuming and affecting the user experience.

The Objective - The customer wanted a quick and robust solution to provide real-time service to their end-customers.

The Solution - We integrated Zendesk, their customer support platform, with their Salesforce powered customer community. It enabled their support reps to chat with customers and resolve issues in real-time.

To provide customers direct access to help articles and knowledge base, we implemented a custom search solution for their community. The search engine unified all their content sources and platforms to make all content accessible on a single platform.

The Result - Customer Support Software-Online Community integration increased customer satisfaction rate by 62%.

Custom search solution increased case deflection rate by 28%.

08 Customer Advocacy Program

What is it? Customer advocacy program enables a business to invite their select group of advocates to a common platform. Buyers, customers, and consumers often will trust each other. A brand's advocates can influence its customers' and prospects' decisions better than its marketing, sales, or support teams.

While factual information about product specs, pricing, and usage will still be relevant on the corporate website, customers always do online research and consider advice from their peers before they make purchasing decisions.

So, a customer advocacy program helps businesses turn their happy customers into their advocates, and drive more engagement, sales, and business value.

Why customer advocacy program & online community? Your community gives a common platform to your customer, partner, prospects, and employees to interact and share their experiences with one another. By integrating an online advocacy program with your community, your community members can access the reviews, recommendations, stories, and referrals of your happy customers and make a decision based on them.

It warms up the sales pipeline, boosts community engagement, and drives remarkable business value.

Success Story

Learn how Grazitti helped a customer with customer advocacy program integration.

The Customer - The customer was a California-based company that offers secure identity management and single sign-on solutions to any application.

The Context - The customer had a number of happy customers who were sharing good words about their products. The customer was aware that if they could leverage these good words to influence their prospects and other customers, they could significantly increase their sales.

The Objective - The customer wanted a system where their happy customers could share their experiences and opinions. They wanted to increase sales by converting their happy customers into brand advocates.

The Solution - We integrated Influitive – their customer advocacy software – into their Salesforce-powered community to fulfil the objective. Their existing customers could now share stories, referrals, recommendations and reviews using Influitive on the customer's social media channels.

It enabled the customer build one-on-one relationships at scale – without expanding their team.

The Result - The customer witnessed an increase in number of their brand advocates by 25%. These advocates further improved the community engagement by 62% and helped in closing deals faster by three times (3x). The customer also noticed an expansion in the user base by 12%.

Need help with making the right enhancements to your community to improve its Performance and ROI? *Let's talk.*

At Grazitti, our experienced community experts have helped companies – ranging from the Fortune 500 to small and medium businesses – set up, customize, improve, manage, and scale online communities across diverse technologies like Lithium, Salesforce, Jive, SharePoint, WordPress and more. Visit us to learn more about our **Online Community Services and Solutions**. If you need any assistance with your online community, feel free to reach us at info@grazitti.com.

About Grazitti Interactive

Grazitti Interactive is a Digital Innovation leader with extensive experience in enriching customer interactions, designing engaged communities, enabling digital marketing and driving data-driven decision support. Grazitti offers custom services and solutions for marketing automation, online community development, CRM customization, analytics, web design and development. We are proud to have served digital innovation needs of over 500 global customers including many Fortune 1,000 across Technology, Banking and Financial Services, Healthcare, Education and more.

Our Community Expertise

150+ Teams of community Experts (Salesforce Certified, Khoros Stars)

100+ Communities built, Customized and Migrated

120+ Customized Communities with millions of users in multiple Languages

Our Selected Customers

American Well®   Gigamon®   Clinicient   APTTUS®