

# Migrate from Jive to Salesforce Lightning Community Cloud

21% 

Increase in  
CSAT

27% 

Improvement in  
Case Deflection

43% 

Increase in  
Engagement

## THE CUSTOMER

A US company running a device-based fraud prevention network to make the Internet a safe place for businesses. The company provides multi-factor authentication solutions that help businesses protect themselves against credit card fraud and identity theft.

## THE CONTEXT

The Customer was using a Jive community to connect its customers and partners. But when Lithium Technologies acquired Jive X, the Customer decided to migrate to Salesforce Lightning Community Cloud because they were already using Salesforce clouds in their tech stack.

## THE OBJECTIVES

The customer wanted to migrate their Jive community to Salesforce Lightning to deliver impeccable customer experience. They were using Jive to host private and public groups to enable collaboration among users. So, a large amount of data had to be transferred with minimal loss. Owing to our expertise in online community migration, they reached out to us.

## THE SOLUTION

Leveraging our proven online community migration model, we carried out the task as follows:

**Step 1:** We developed a POC to check the feasibility of information migration whereby we analyzed their entire community data. This was followed by segmentation of their content into questions, posts, polls, notifications, and other categories.

There were certain things for consideration in the initial stages:

- Was it possible to migrate information from Jive to SFDC without any data loss?
- Would it be possible to provide the same or a higher level of functionality after migration from Jive to SFDC?
- Could we identify beforehand what can and cannot be extracted from Jive?

We had to make sure at our end that:

- We worked on weekends to ensure that no emails or notifications were accidentally fired.
- The creation of Chatter groups and adding specific members from the previous Jive-powered community went accurately.

**Step 2:** We started mapping data from Jive to Salesforce, while taking care of:

- Creation date and time
- Created by/Original Author

We then restructured the customer's community data to make it Salesforce-friendly.

**Step 3:** In the final step, we successfully migrated their online community to Salesforce Lightning and made sure that the process adhered to standard industry guidelines.

We migrated their their public and private groups to Salesforce and their chatter content to Salesforce questions. Moreover, to facilitate self-service support, we implemented federated search on the customer's community.

We completed the migration process in a record time span of less than 200 hours and with minimal data loss.

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## THE OUTCOME

The migration process from Jive to Salesforce took fewer than 200 hours. By improving the user experience of the new community, the customer saw a 43% increase in engagement.

More community members were now interacting with the content. Moreover, with federated search, the customer saw a 27% improvement in case deflection and a 21% increase in customer satisfaction.