

# Elevating Community Experience With Peer Match Integration and Empowerment Centre

## HIGHLIGHTS



Successfully Redesigned the Khoros Community



Designed Peer Match Advisors



Added Gamification Elements



Improved User Engagement and Experience

## THE CUSTOMER

The customer is a multinational company headquartered in South San Francisco, CA, providing cloud-based software to optimize Human Experience Management (HXM). Their innovative solution focuses on providing employees with stellar experiences that recognize their individual value and motivate them to achieve better performance levels.

## THE CONTEXT

The customer's community was built on Khoros. However, they wanted to make their customer community more dynamic and interactive so as to improve experience. Also, they wanted to ensure that all new customers experience an easy and consistent onboarding process to increase the adoption rates of their peer-to-peer support hub.

## THE OBJECTIVE

The customer wanted to create a new onboarding page in their community. They wanted an interactive and user-friendly page to attract new customers as they get onboarded to peer-to-peer support hubs. The customer also wanted the community to have a better search experience and wanted game-like features to take user experience up a notch. They wanted to partner with an organization with extensive experience in the community space.

## THE SOLUTION

- After a thorough analysis of the customer's community and requirements, we suggested redesigning their entire community to make it more engaging.
- We shared a design mock-up for a new 'Get Started' page based on the customer's request.
- We enabled partner search for the community and even integrated SearchUnify, our cognitive search platform, that powers enterprise search for a better support experience.
- We designed the Peer Match Advisors search to find customers that have volunteered to share their knowledge with others to improve user engagement and experience.
- We added elements of gamification on their pages by adding ranks, roles, and badges to make them interactive and dynamic.
- We enabled translations for community pages in over 6 languages to ensure that their global database witnesses a better experience.
- We designed an Empowerment Center that enabled them to access knowledge resources, tools, and build relevant strategies-all under one place.
- We added new public pages in their community and other important new pages like Admin Resource Calculator Page, Process Library Page, Events and Webinars Page, Customer Stories Page, HR Resources Page, and many more.
- We integrated a third-party tool, Evergage, within the community to ensure that the users can easily get an overview of how the community works.
- We integrated Ooyala scripts within the community so that videos can be played directly in the community.

## THE OUTCOME

With integrated videos and an in-built Empowerment Center, the customer witnessed an increase in user engagement and a better onboarding experience for new customers. The successful integration of Peer Match in the customer's community led to an improvement in the search for peer advisors, thus, elevating user experience.

