

What challenges did your organization face that required a digital strategy? Provide details on the issues you were trying to resolve or the goals you were trying to achieve. (e.g., reducing handle time, improving CSAT, reducing per-interaction costs, revenue growth, cost savings, etc.)

Our challenge was ensuring all our customers, partners, prospects, educators, students and data lovers had a place where they could collaborate with each other and with Qlik 24x7. We wanted to provide a place where we could help people solve problems, learn, and self-serve. We wanted our members to learn from each other. It's not a secret that when people can solve their challenges, they learn more and become better, and that is precisely what we wanted for all users of Qlik products. We wanted them to reduce the time they had to engage support, give them the ability to self-serve, connect with like-minded people, and help them get the most value out of the products they invested in for their business. We needed to delight our customers and partners and, in return, yield their trust and brand loyalty.

Which Khoros elements did you implement as part of your digital solutions? Include details on the channels or tools you added and how your solution was unique and innovative.

The only way to solve our challenge was to have a digital platform, a "Community." So, at the end of 2018, we re-launched the Qlik Community, powered by Khoros. Today, our Qlik Community supports our vast Analytics and Data Integration portfolio. We use discussion boards, group hubs, events module, blogs, and knowledge. We have over 28 different product forums and 30 groups. Since the inception of the Community, are continually making improvements and keeping things fresh. We have designed unique spaces:

- Custom Events and Webinar page to showcase all the available events.
- Khoros Events module enabled us to promote Qlik events further. All upcoming events are displayed on the right rail of the Community forums.
- Designed a Support space where members can access the Support Portal, download products, get release notes, access support and member-created knowledge articles, and product notifications.
- Launched a space called Qlik Gallery, allowing our members to show off their Qlik apps!
- Added a private space for all our Qlik Partners to collaborate and share partner-specific information.
- We have a Job board where employers can look for candidates with Qlik skills and people looking for Qlik-related job opportunities.
- We have a Featured members page where we highlight an outstanding Community member or a rising star each month!
- We have a Qlik Community MVP program. These are our super users, members who created their brand and lead by example.
- Ideation, where ideas are added and voted on.

We added in **Khoros Care!** We had many discussions in the Community, and more and more Qlik employees were engaging in the Community, answering questions, and helping people. We needed an organized system to keep the discussion fluid and ensure that all questions were being responded to the best of our ability. In 2021 we decided to license **Khoros Care** which helped our teams easily see and respond to members' questions.

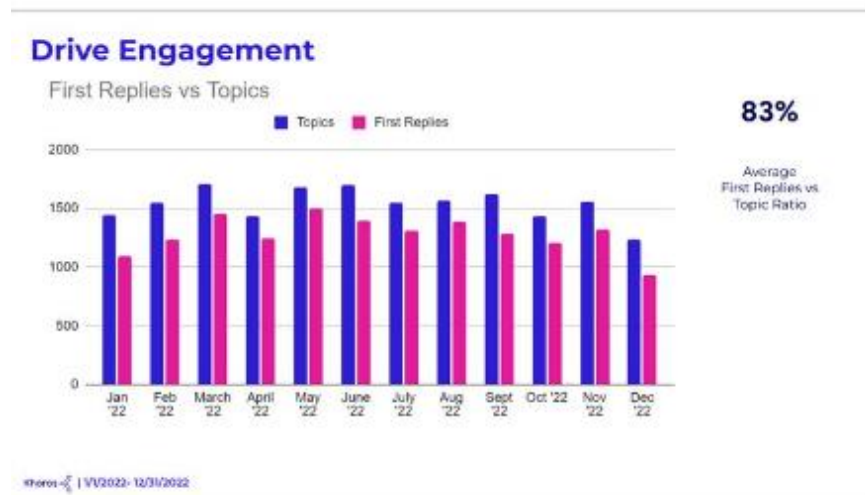
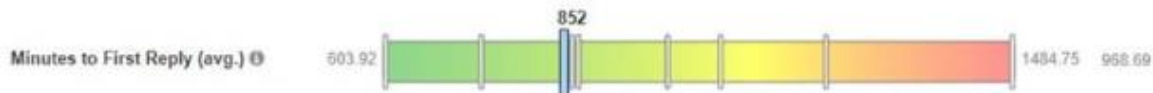
What quantifiable results were achieved? Please include key success metrics. (e.g., revenue growth, cost reduction, CSAT, call deflection, agent efficiency, response speed, resolution rate, etc.)

The team at Qlik effectively measures and showcases tangible business return on investment (ROI) by evaluating key metrics such as Community growth through new member registrations, active user percentage, engagement percentage, and overall traffic.

Throughout Qlik Community's evolution on the Khoros platform, we have experienced many positive results from shared project initiatives.

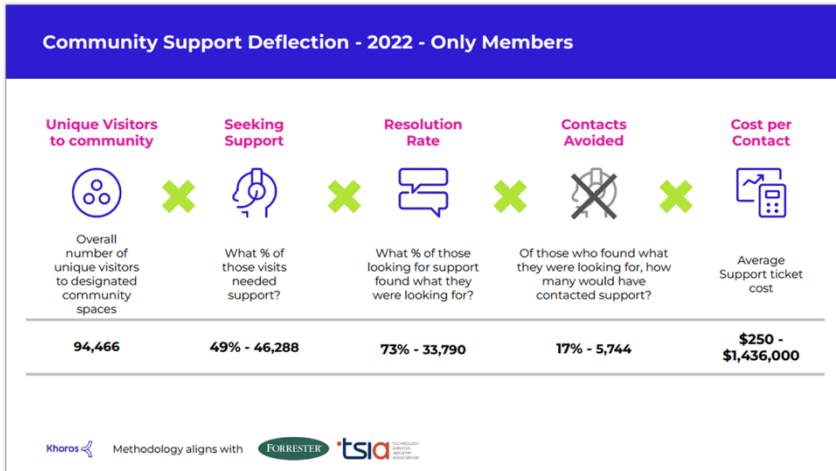
Khoros Care:

Since 2022 We have seen a 37% increase in Solutions Authored and a 27% increase in Solutions Accepted. 852 minutes to First Reply makes us 3rd in our cohort, as per Khoros.



Case Portal

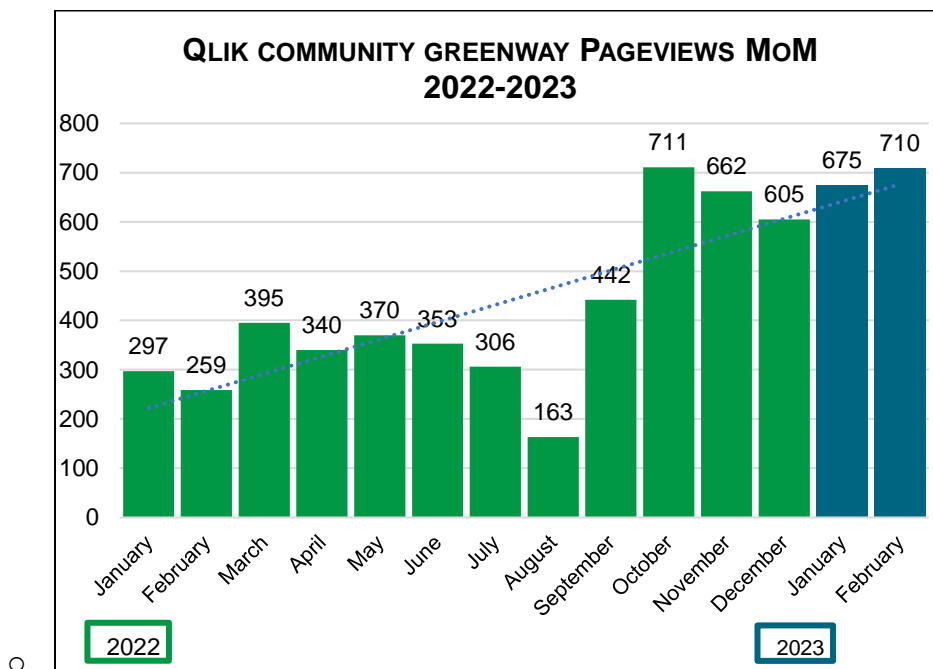
- Up to \$1.4M ROI saving through Community Support Deflection in 2022



- Update to "Ask a Question" button UI/modal improvement
- YoY 2021-2022 increase of 29% Solutions Accepted

Main Navigation Redesign

- 61% increase in Pageviews to our Advocacy page, Greenway, correlated with the new Qlik Community Navigation Menu on the September 27, 2022, homepage release.



When demonstrating ROI, the 1/9/90 rule is followed, categorizing users as creators, content interactors, and consumers. Metrics such as total time spent online, number of posts read and likes given are utilized to gauge ROI accurately.

In Q2 of 2023, Qlik Community integrated the Marketo Platform system to track Automation Qualifying Leads (AQL). This integration enables the tracking of AQL, allowing for a more comprehensive assessment of marketing automation effectiveness and lead generation within the Community.

