

ONLINE COMMUNITIES MAXIMIZE HIGH-TECH COMPANY PERFORMANCE

March 3, 2016

Lithium


ABERDEEN
GROUP

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BENEFITS OF AN ONLINE COMMUNITY PLATFORM

Improvement in **customer effort score**

+13.9%

Improvement in **customer profit margin**

+8.6%

Improvement in **customer satisfaction rates**

+8.5%

TODAY'S AGENDA:

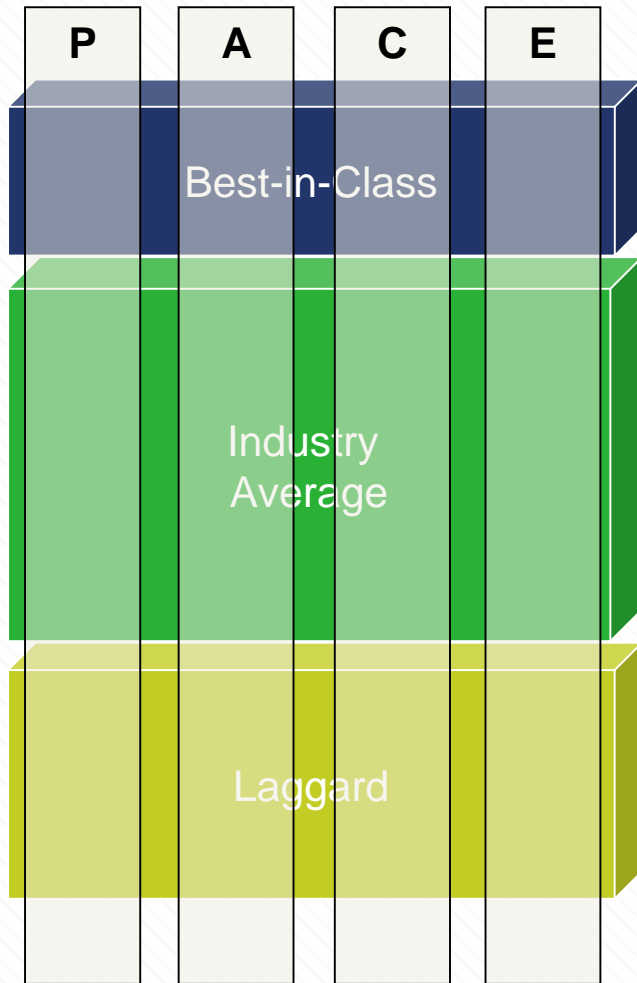
- **Online Communities**
 - Levels of maturity
 - How to manage growth / success
- **How to Maximize Returns from Investing in an Online Community Platform**
- **Case Study: Infoblox**
- **Q&A**



KEY LEARNINGS

- *An online community is not a 'nice-to-have', it's a 'must-have' for high-tech firms looking to build closer bonds with customers.*
- *Don't just deploy a community platform. Give buyers good reasons to join and contribute to your community.*
- *Make your digital community about your customers, not your brand. Incentivize customers to become active users.*
- *Use your online community platform to drive business growth while also reducing costs.*

UNDERSTANDING WHAT IT TAKES TO ACHIEVE SUCCESS



What you need to do to become Best-in-Class:

- What processes you should have in place
- What you need to measure
- Organizational changes you might want to make
- Data / Knowledge management considerations
- Technologies you should evaluate

A group of four business professionals in a meeting room, looking at documents on a table. In the foreground, there is a desk with a bar chart, a pair of glasses, and a newspaper. The text is overlaid on a semi-transparent grey band across the middle of the image.

**ONLINE COMMUNITIES:
GROWTH ACCELERATOR FOR YOUR BUSINESS**



An online community platform

*is a digital gathering ground for current and future customers, which enables them to **interact** with one another, **share ideas and experiences** with a product or service, and **seek support** from peers.*

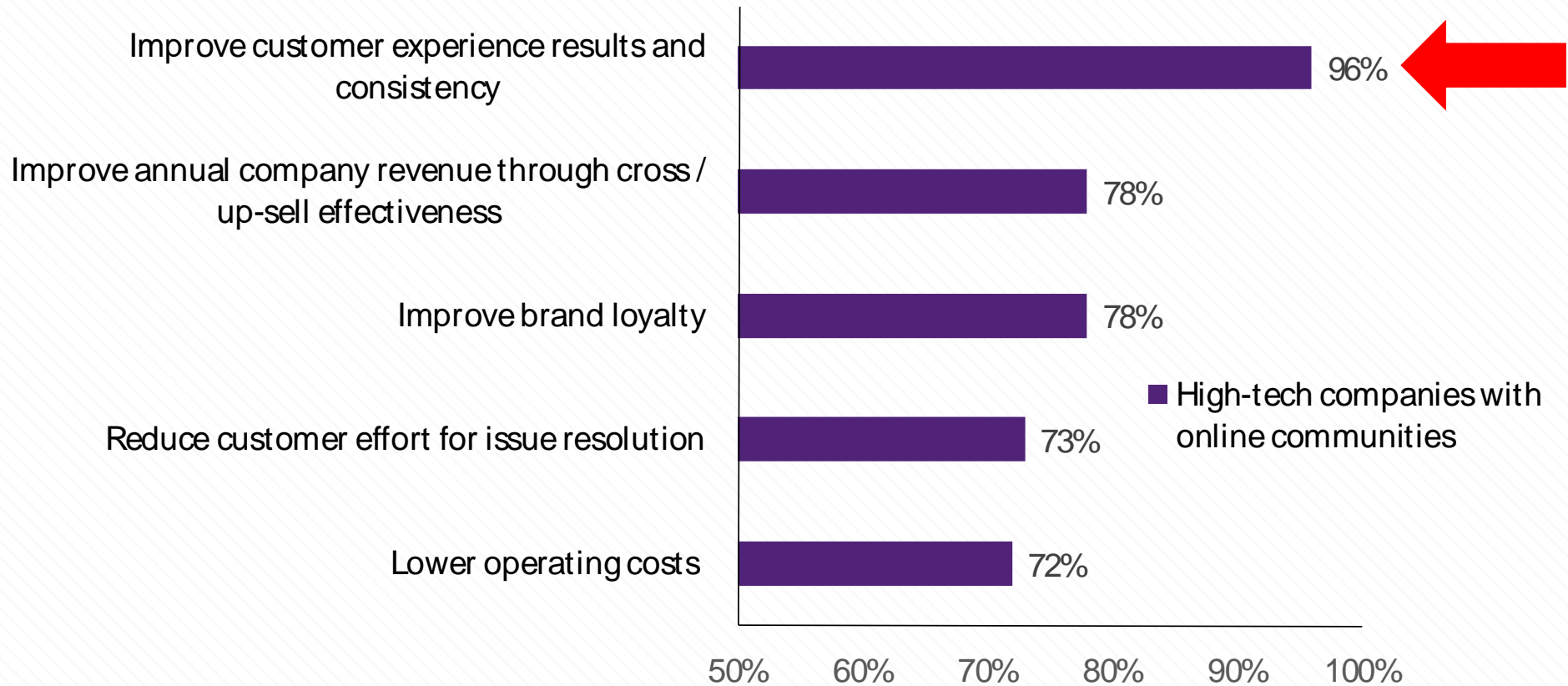
45%



**Of high-tech firms
currently have an
online community
platform.**

**More are planning
to invest in it...**

WHY ARE HIGH-TECH FIRMS INVESTING IN ONLINE COMMUNITY PLATFORMS?



Percent of respondents, n=215

Source: Aberdeen Group, November 2015

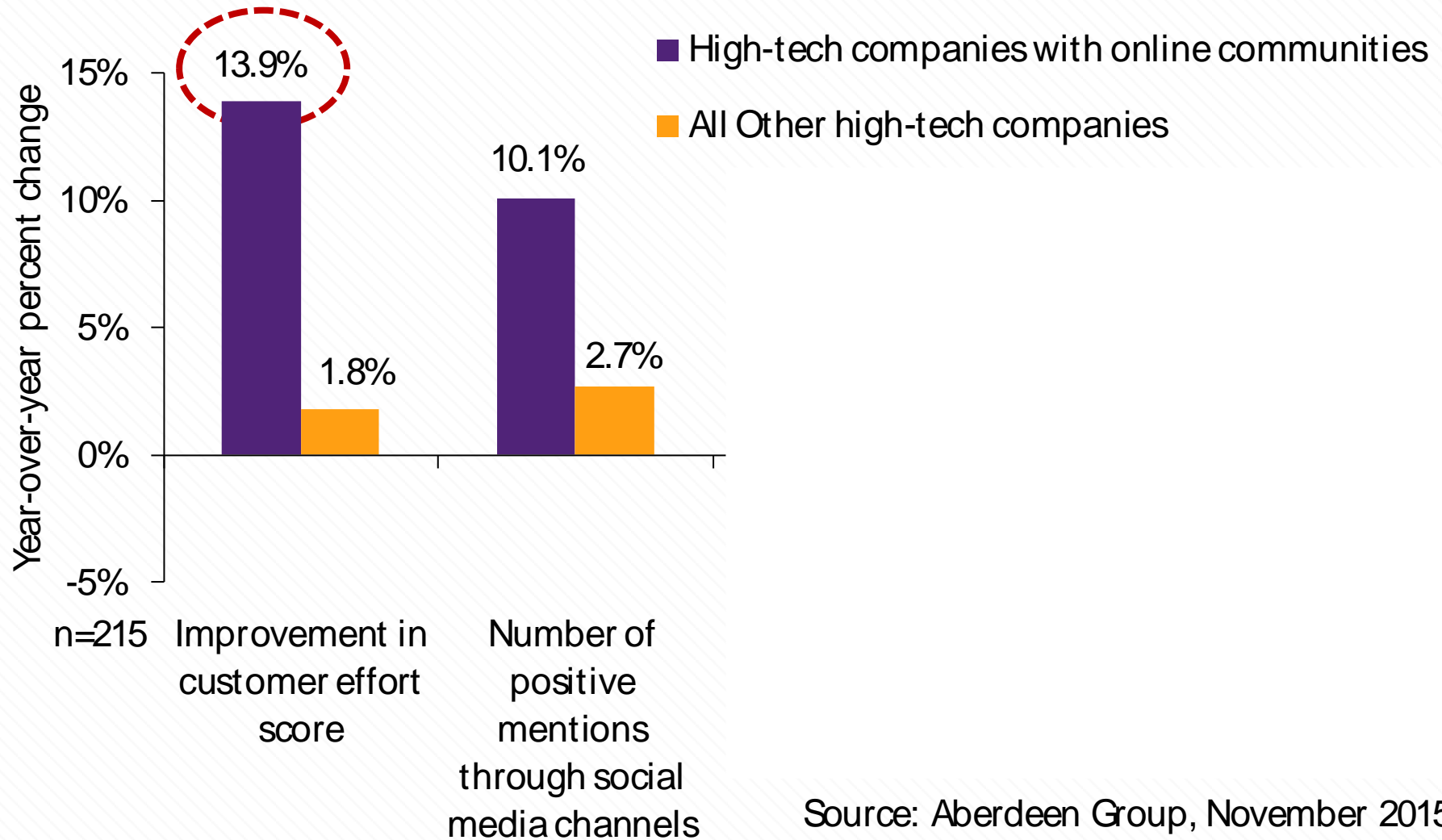


“Our online community strategy was truly driven by customers. We’ve seen customers building MicroStrategy communities through various social media platforms. This was a clear signal that we needed to build a community for our buyers.” ~Christopher Von Simson, VP of Market Engagement, MicroStrategy

Perspective from Infoblox

- Expectation of Prospects & Customers
- Voice Of Customer as an “owned-platform”
- Data Mining & Response Management

BUSINESS VALUE OF AN ONLINE COMMUNITY PLATFORM



Source: Aberdeen Group, November 2015

ONLINE COMMUNITIES REDUCE CUSTOMER CHURN & IMPROVE SATISFACTION RATES

Percent of respondents (n=215)	High-tech companies with online communities	All Other high-tech companies
Year-over-year change in customer satisfaction rates	8.5%	2.7%
Year-over-year change in customer retention	6.7%	0.7%

Perspective from Infoblox

- Indexing of content
- Deflecting Support Cases / Quicker Resolution
- Holistic metrics from front-to-back end



**MAXIMIZE THE ROI FROM YOUR
COMMUNITY PLATFORM**

WHAT KEEPS CEM EXECUTIVES AT HIGH-TECH FIRMS UP AT NIGHT?

46%
suffer from lack of integration between enterprise systems used for customer care

44%
struggle in implementing new technologies and channels to address changing customer behavior

31%
do not know or recognize customer trends and wants

n=215

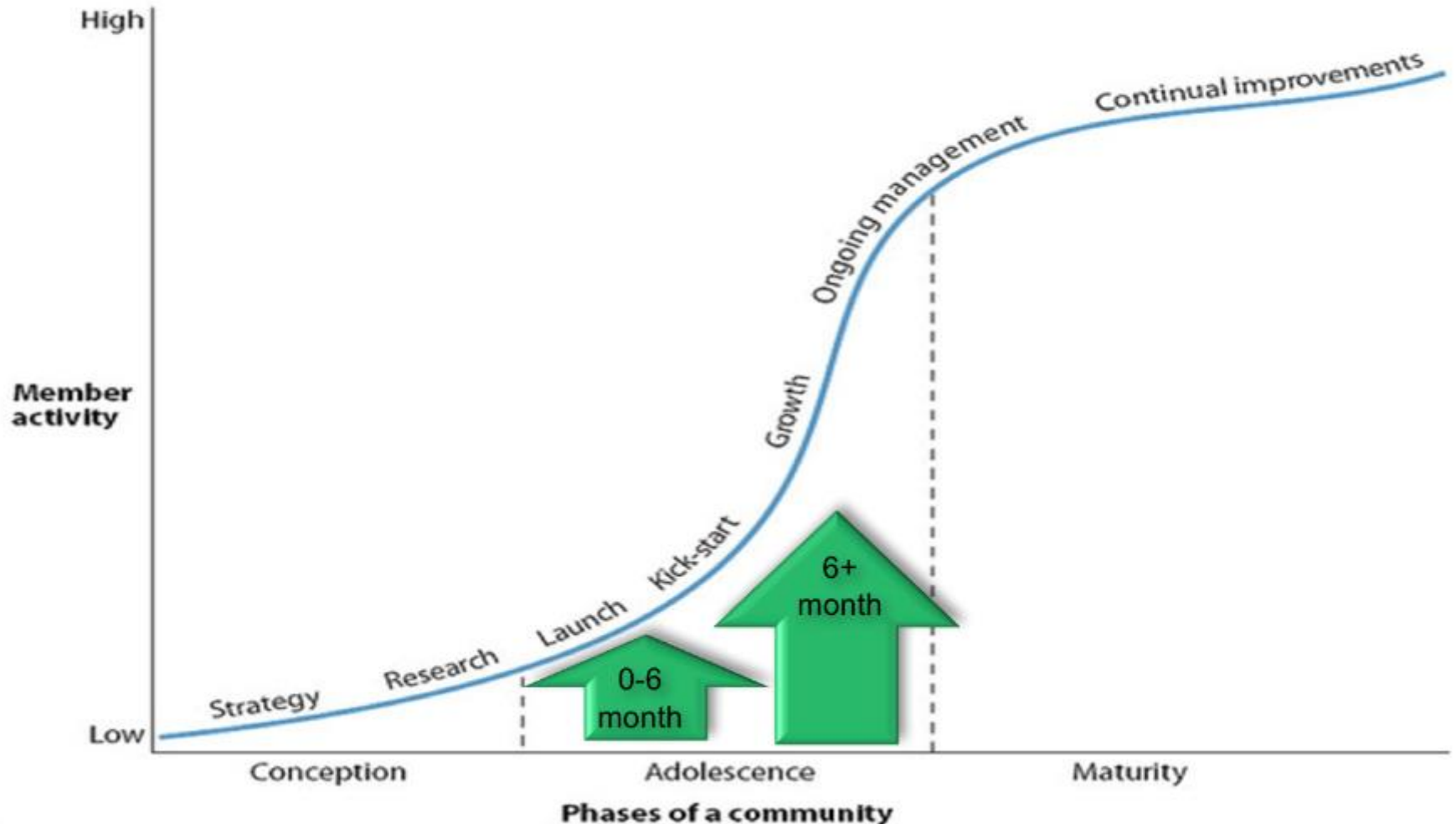
Source: Aberdeen Group, November 2015

Perspective from Infoblox

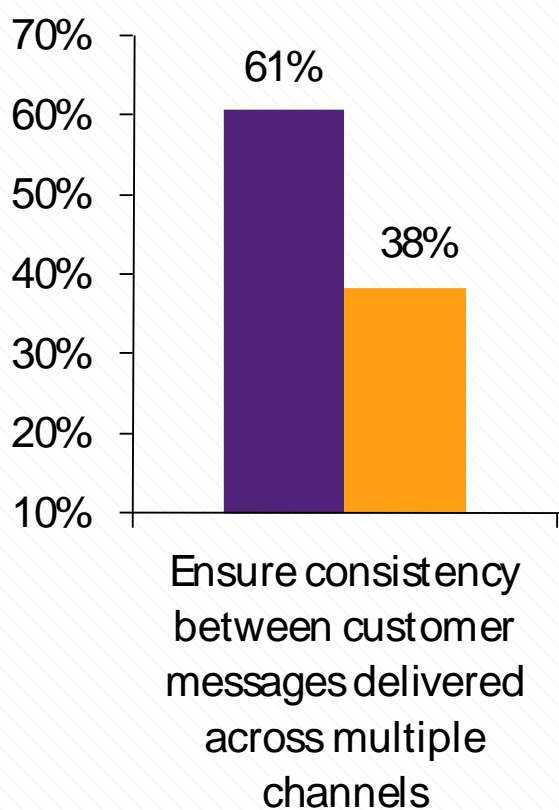
- Ensure visibility at Exec-Level – CIO, CMO, CTO
- Build to scale with people & processes in mind: 80/20 rule applies
- “It takes a village/community”: Pre-defined escalation workflow and SLA

Phases of a Community

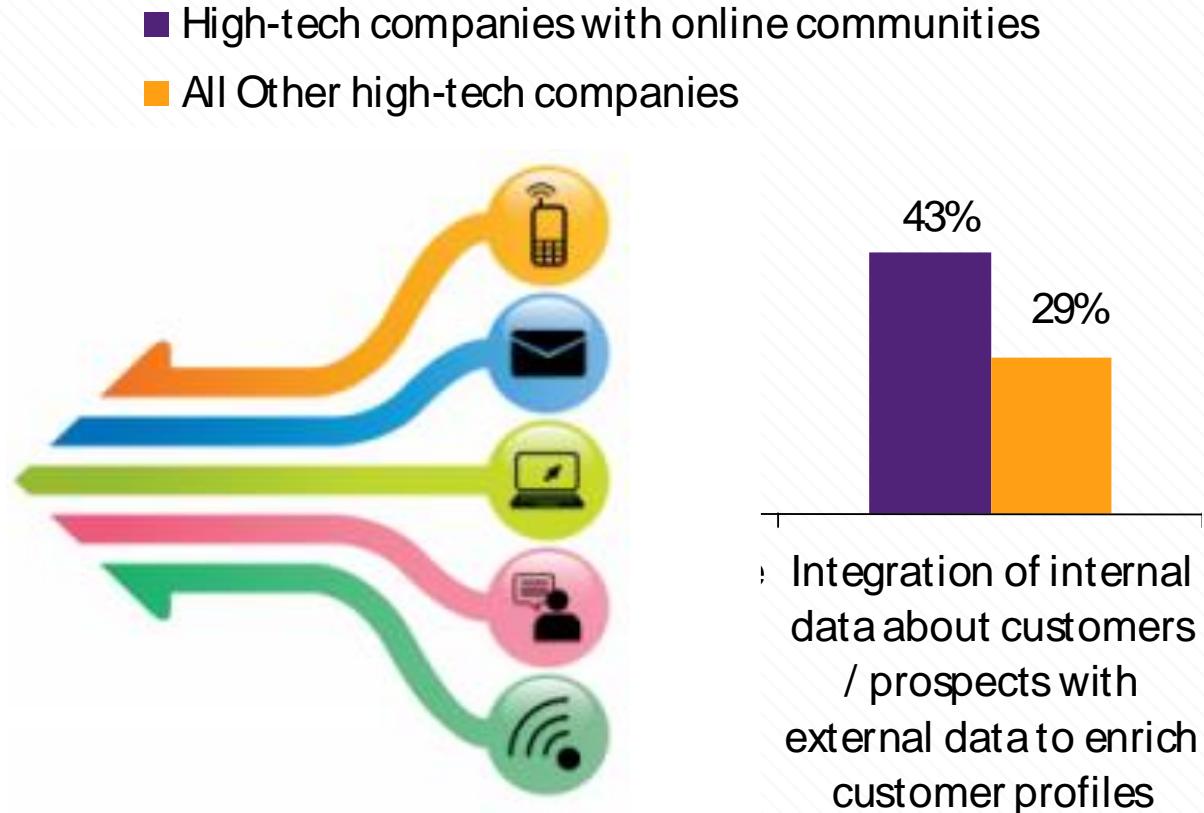
Figure 1 Life Process Of A Successful Community



TOP PERFORMING HIGH-TECH FIRMS EMPLOY BEST PRACTICES IN CUSTOMER ENGAGEMENT

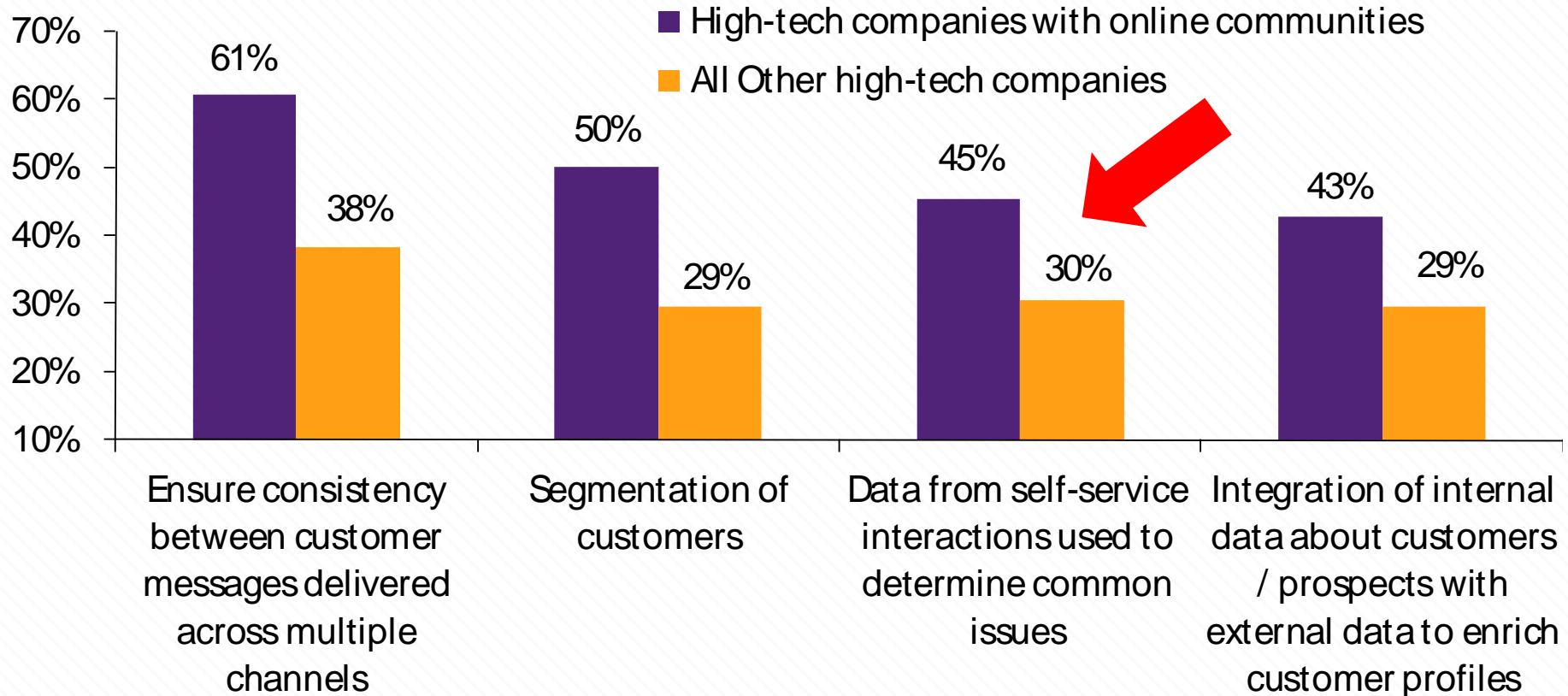


Percent of respondents, n=215



Source: Aberdeen Group, November 2015

TOP PERFORMING HIGH-TECH FIRMS EMPLOY BEST PRACTICES IN CUSTOMER ENGAGEMENT



Percent of respondents, n=215

Source: Aberdeen Group, November 2015

37%



% of self-service interactions are resolved without live agent contact within high-tech companies with online communities

Use of online communities maximize success of self-service programs

- In comparison, high-tech companies without online communities only observe 3% of self-service interactions resolved without live agent contact.



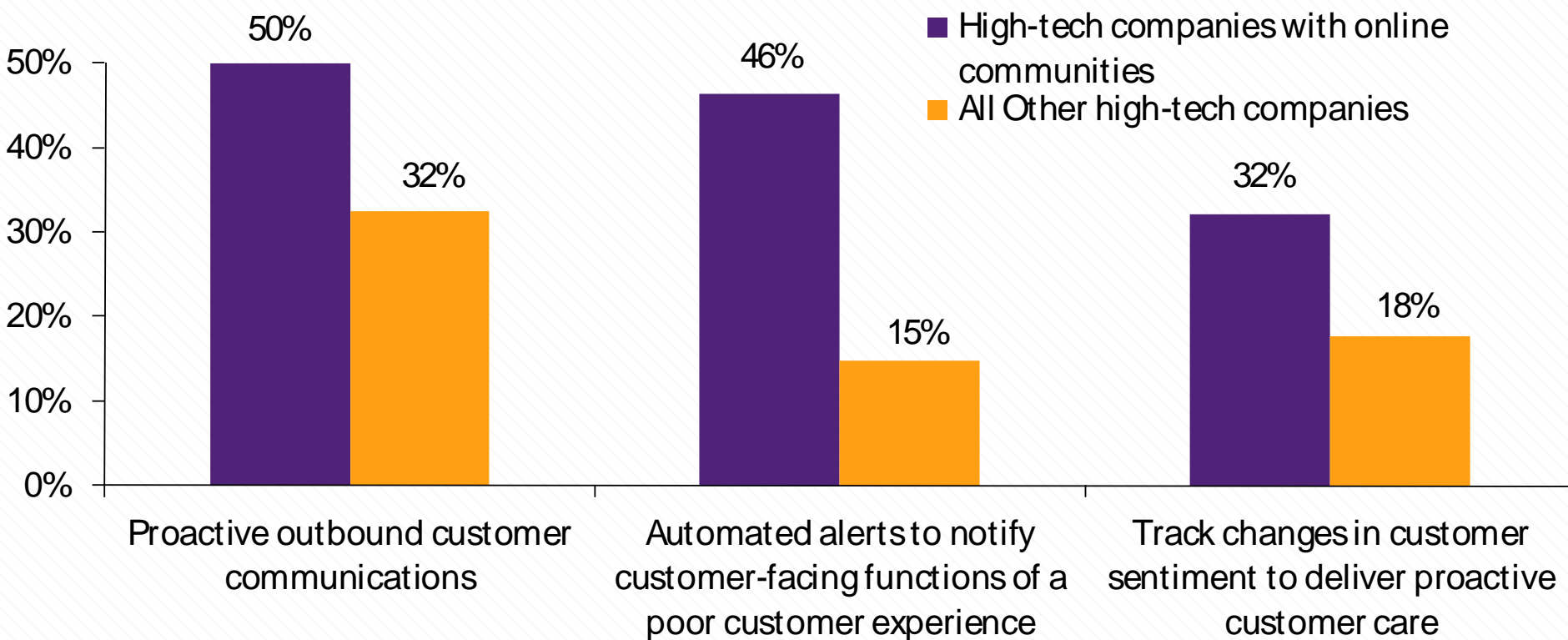
“There are many benefits of an online community. Maximizing the results from investing in a community requires balancing those benefits, including deflecting support requests and driving engagement to improve customer advocacy.”

~Erin Dame, Community Manager, Weebly

Perspective from Infoblox

- Highlight trending content & solved threads
- Involve customers early & often in development
- Don't underestimate:
 - Internal CAB
 - External CAB
 - Processes for A-R-R

FIRMS WITH ONLINE COMMUNITIES ARE MORE LIKELY TO PROACTIVELY COMMUNICATE WITH CUSTOMERS



Percent of respondents, n=215

Source: Aberdeen Group, November 2015



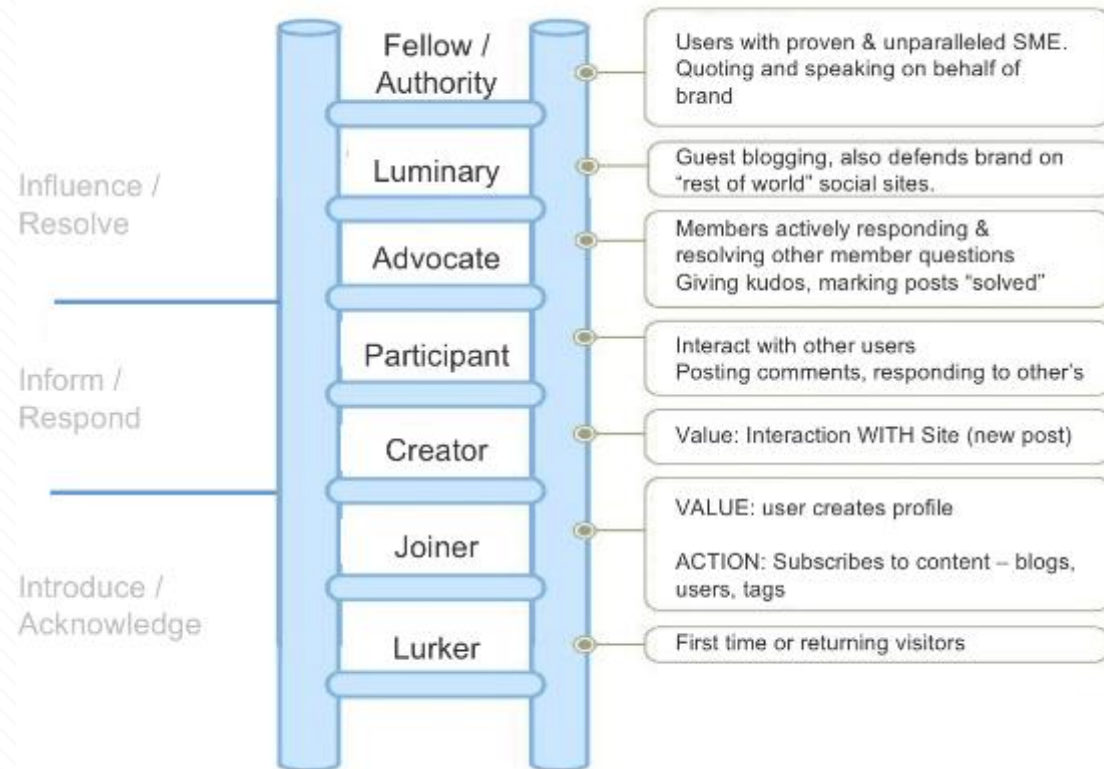
“We regularly analyze conversations in our community to identify the topics that get the most questions and those that are associated with minimal traffic. The resulting insights help us ensure the content in our community is best aligned to the needs of our customers.”

~ Zann Aeck, Director of Digital Marketing, NetApp

Perspective from Infoblox

- The integral role of every BU
- Work with Support & Partners to identify early-adopters – everyone is your customer
- Funnel social network conversations to community
- It's all about the content
 - Time
 - Medium
 - Delivery method

COMMUNITY USER LADDER



- Engagement Drives Participation
- Participation Accelerates Ladder
 - Acknowledge Users
 - Respond to questions
 - Resolve when possible

KEY LEARNINGS

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- *Make your digital community about your customers, not your brand. Incentivize customers to become active users.*
- *Use your online community platform to drive business growth while also reducing costs.*

Total Community

One digital conversation, on your website and everywhere across the web



Q & A

Please use the Q&A box on our webcast console or tweet your question to #lithocast



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THANKS FOR ATTENDING!

