

# ONLINE COMMUNITIES MAXIMIZE HIGH-TECH COMPANY PERFORMANCE

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Lithium

 ABERDEEN  
GROUP

# SPEAKERS



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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:

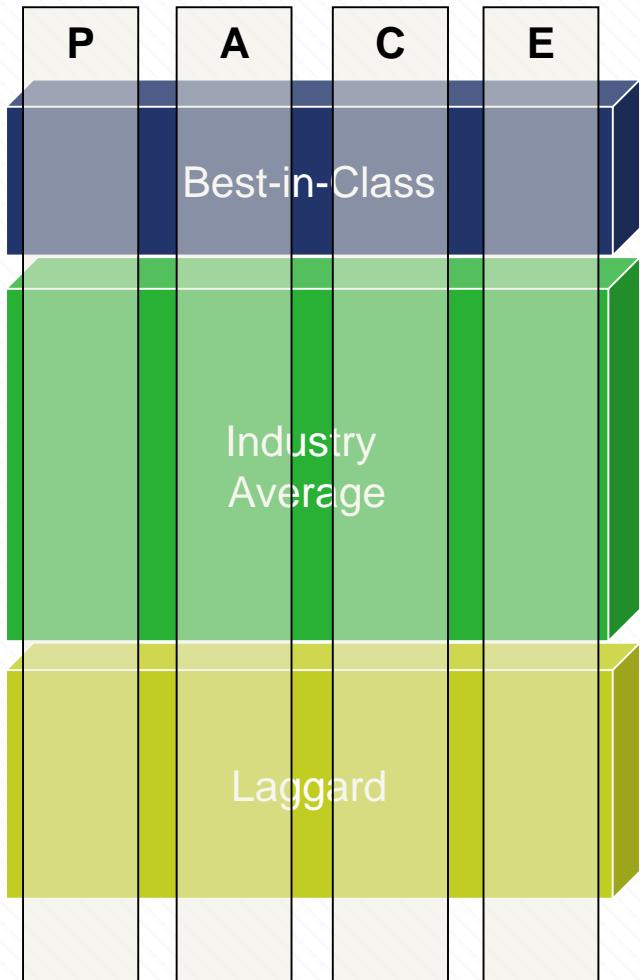
- **Online Communities**
  - Levels of maturity
  - How to manage growth / success
- **How to Maximize Returns from Investing in an Online Community Platform**
- **Case Study: Infoblox**
- **Q&A**



# 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



# 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.*

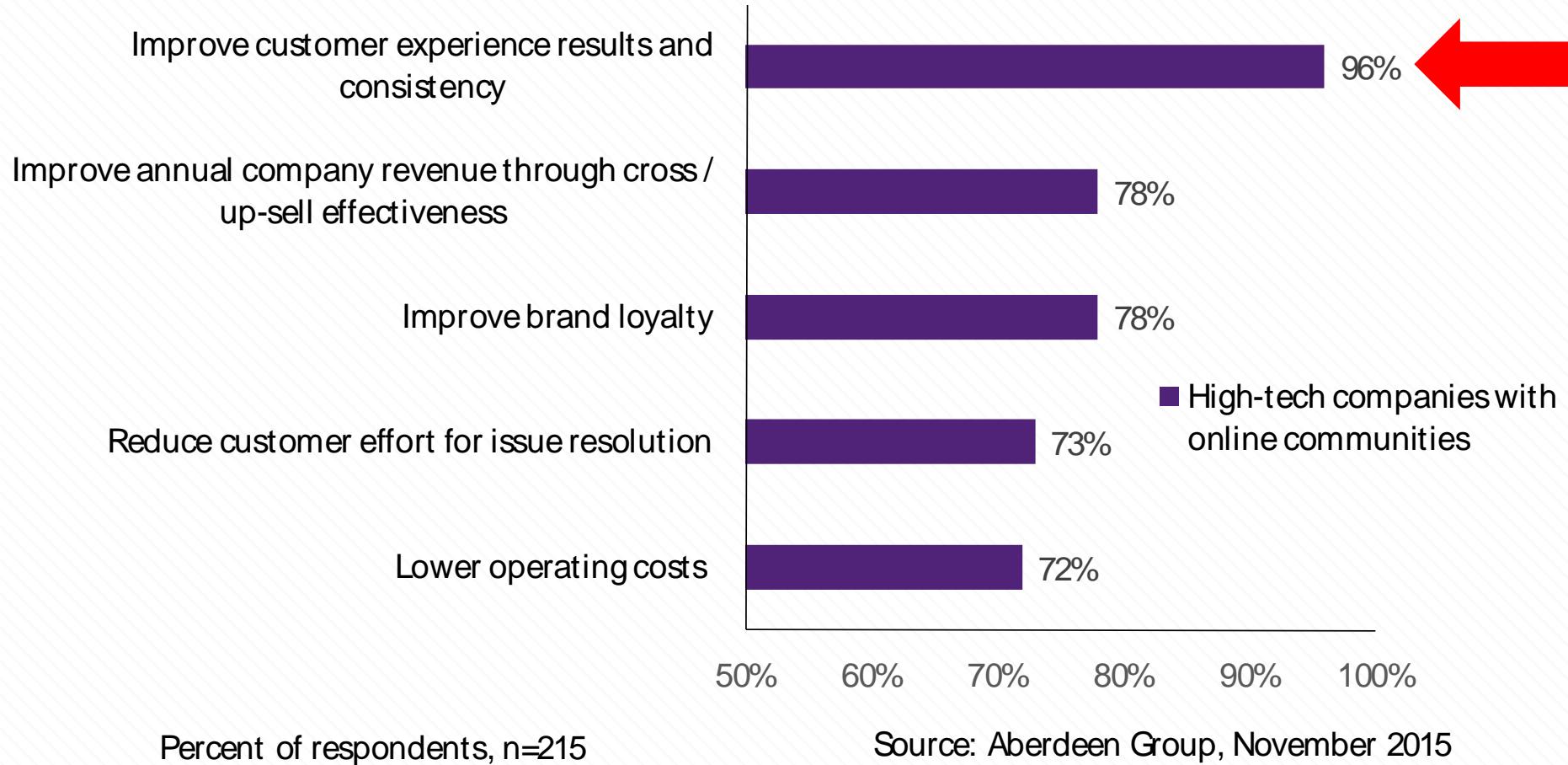
**45%**



**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?





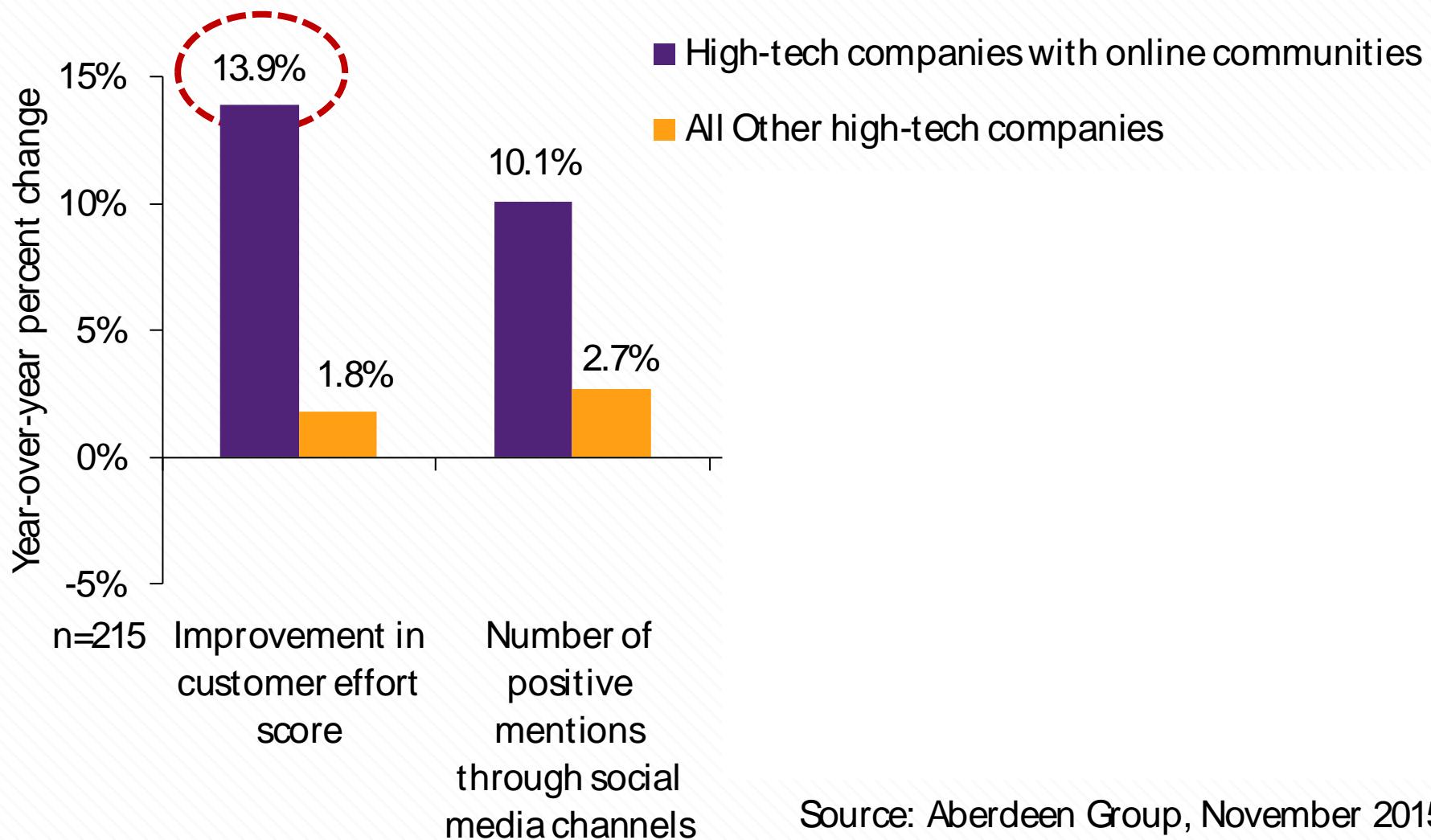
**“Our online community strategy was truly driven by customers. We’ve seen customers building MicroStrategy communities through various social media platforms. This was a clear signal that we needed to build a community for our buyers.”**

~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



# 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

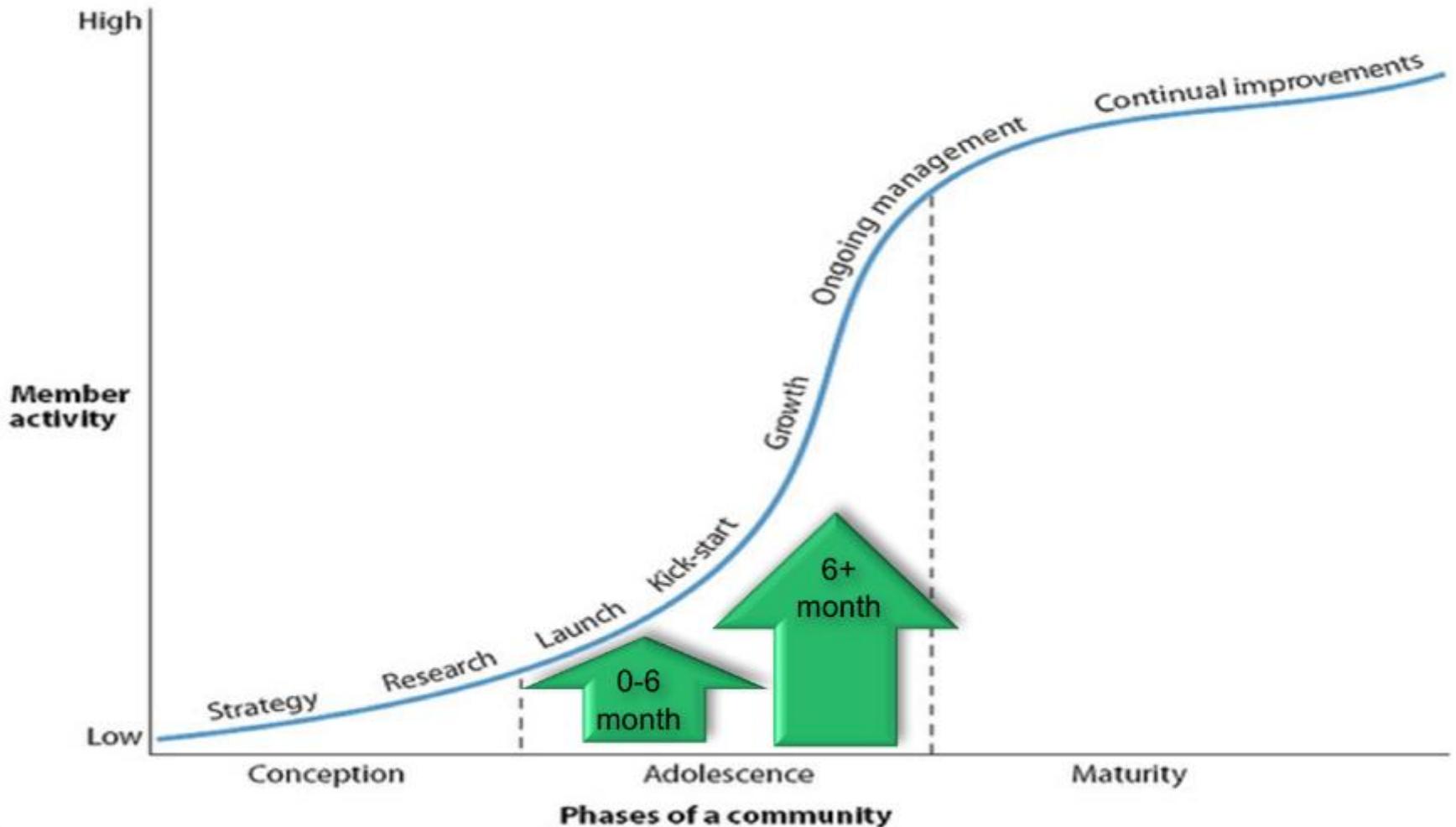
Source: Aberdeen Group, November 2015

# Perspective from Infoblox

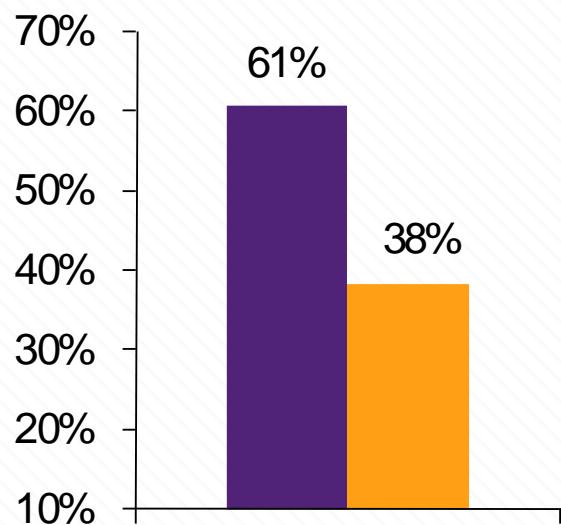
- Ensure visibility at Exec-Level – CIO, CMO, CTO
- Build to scale with people & processes in mind: 80/20 rule applies
- “It takes a village/community”: Pre-defined escalation workflow and SLA

# Phases of a Community

Figure 1 Life Process Of A Successful Community



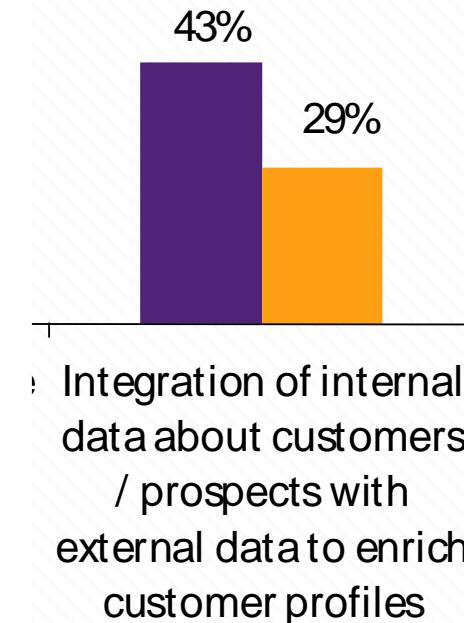
# TOP PERFORMING HIGH-TECH FIRMS EMPLOY BEST PRACTICES IN CUSTOMER ENGAGEMENT



Ensure consistency  
between customer  
messages delivered  
across multiple  
channels

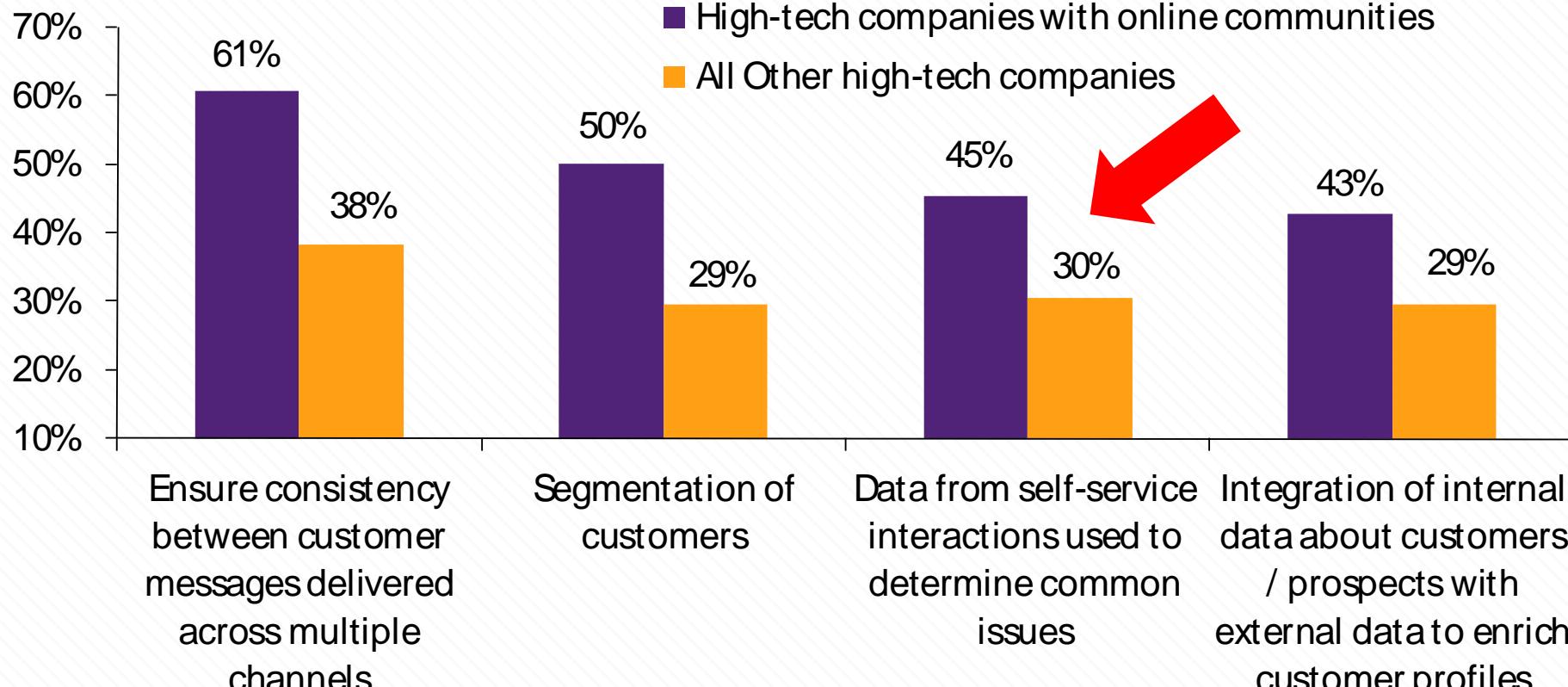
Percent of respondents, n=215

- High-tech companies with online communities
- All Other high-tech companies



Source: Aberdeen Group, November 2015

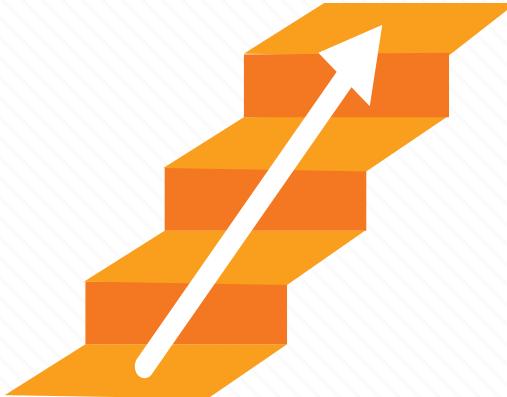
# TOP PERFORMING HIGH-TECH FIRMS EMPLOY BEST PRACTICES IN CUSTOMER ENGAGEMENT



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.



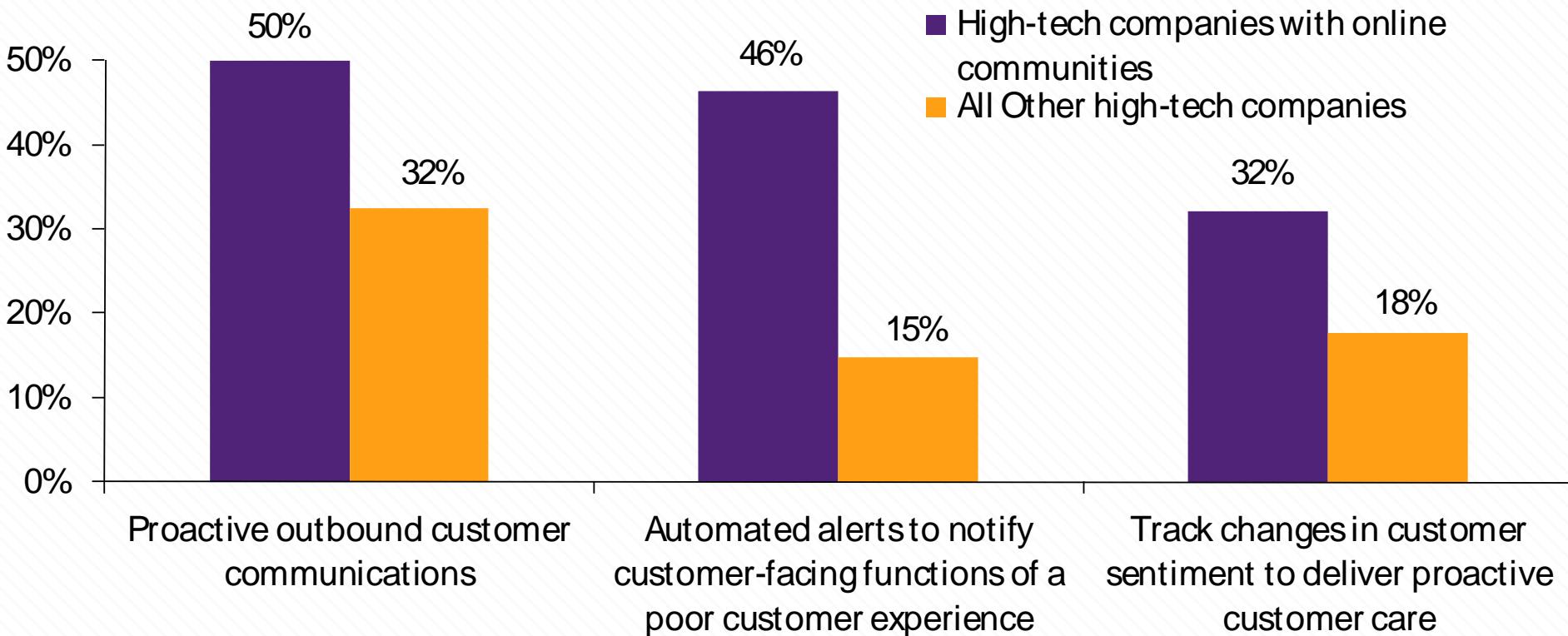
**“There are many benefits of an online community. Maximizing the results from investing in a community requires balancing those benefits, including deflecting support requests and driving engagement to improve customer advocacy.”**

~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.”**

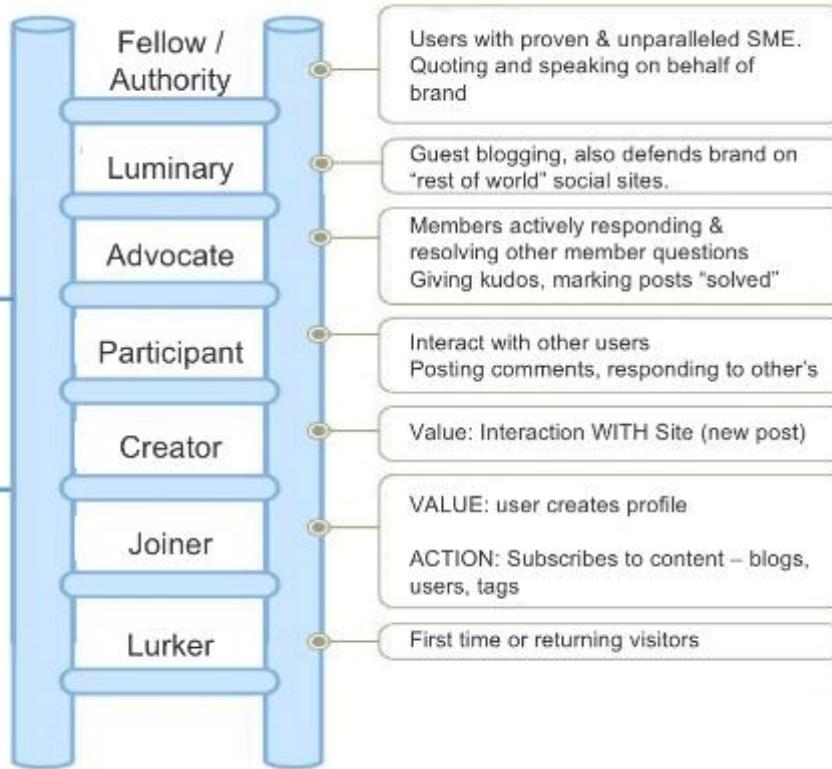
~ Zann Aeck, Director of Digital Marketing, NetApp

# 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

Influence / Resolve  
Inform / Respond  
Introduce / Acknowledge



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

# KEY LEARNINGS

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# 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!

The image shows a digital representation of a report cover. The title 'ONLINE COMMUNITIES IN HIGH-TECH MAXIMIZE COMPANY PERFORMANCE' is displayed prominently at the top in white text against a green-to-yellow gradient background. Below the title, the date 'February 2016' is shown. A author bio for 'Omer Minkara, Research Director, Contact Center & Customer Experience Management' is present, along with social media links for LinkedIn and Email. The main section is titled 'Report Highlights' and contains four items, each with a green rounded rectangle containing a page number (p2, p4, p4, p8) and a brief description. The descriptions are as follows:

- p2: High-tech firms with an online community platform achieve 54% greater annual growth in revenue.
- p4: Savvy high-tech organizations enjoy 3.1 times greater customer satisfaction rate.
- p4: Use of online communities helps high-tech firms decrease customer service costs by 2.6% year-over-year, compared to 3.0% increase by others.
- p8: Firms with online communities resolve 37% of customer issues without the need to escalate the conversation to an agent.