1. Describe the organization's objectives in launching a Khoros community. What is the use case and purpose of your Community (support, enablement and learning, marketing awareness, customer success, driving sales, product innovation, etc.)? Has the community charter evolved since its launch, and if so, how?

We re-launched the Qlik Community, powered by Khoros, in 2018 to provide an improved collaborative learning space for our customers, partners, prospects, students, and data lovers. Today, our Qlik Community supports our vast portfolio of Analytics and Data Integration products. Our goal is simple: to delight our customers and partners and, in return, yield their trust and brand loyalty.

The use case started with an initiative to support users in a one-to-many service model. We wanted to allow our members to ask questions and facilitate answers through their peers. This enabled users to solve problems before having to open a support ticket. It also served to educate and unite members learning how to use our products. We wanted to provide a central area where members can search for knowledge to use our products most proficiently. We wanted to provide a space to share ideas, vote on ideas, and have our customers and partners be an integral part of the evolution of Qlik products. We also wanted to be able to share product news by way of our innovative blogs. Finally, it was important to us that we could share all upcoming events and webinars on the same platform.

Since launch, we realized that the Qlik Community needed to become the heart of Qlik. We have seen exponential growth and engagement. Since the inception of Khoros in late 2018, we have witnessed positive membership growth, with a year-over-year increase of 107% since 2021. In 2022 we knew it was time to focus on engagement as we were pleased with the growth. The main metrics we decided to focus on were page views, visits, unique visitors, posts, and likes. While we increased in each area, we concentrated on our unique visitors was our highest increase of 36%. Page views were at 24.3 million, visits 8.6m, posts 32% increase, and likes 8%. We attribute the growth and engagement to the new spaces we have added throughout the last few years. Since inception, we have made many changes starting with the look and feel of the Community with a significant UI redesign to keep us modern. Over the past few years, we have launched new areas, programs, and tools:
- Release notes
- Qlik Gallery
- Events
- Khoros Care
- Chatbot
- Outage notifications

Certain areas of the Qlik Community are gated:
- Case Portal
- Product Downloads
- Partner Area
- Ideation
- Technical Previews

Gated areas allow us to push specific content, control access, encourage membership, and decrease anonymous views. We have also been able to decommission sites and centralize the user experience.

2. How did the Community get brought to life? Was there executive/business/stakeholder buy-in? What was the process to gain this buy-in? How was cross-functional support and organizational adoption achieved?

The first step in bringing the new Khoros Community to life was ensuring our executives saw the value of this collaborative space where we could discuss all things Analytics and Data Integration. Ensuring they understood that this would be the Qlik space that can be reached 24x7x365 to obtain knowledge, ask questions, and talk to other customers, partners, and people who have their hands in our products daily. Our executives were community-minded and understood that this platform would be a professional network that brings people together around centralized, shared experiences.

Once we had executive buy-in, it was not long before our Support Teams and Product Management saw the value; we call it the "What's in it for them." It was more of a challenge to make people comfortable and to understand that this is not a formal support channel but rather an ongoing dialog of like-minded people trying to solve business challenges and learn from each other. This quickly benefited our Support teams as they saw value in call deflection. We were helping many people at once. Once we had these teams on board, many other areas of Qlik started jumping in, if nothing else, to see what was going on and who was saying what, which led to what we could do better. The feeling of helping others solve problems quickly became part of our culture.

3. What were the results? More revenue generated, a reduction of costs, improved customer experience, more innovation,
etc.? Tell us how Khoros helped you achieve those results. Please include quantifiable metrics if possible.

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 a multitude of positive results from shared project initiatives.
Case Portal
- Up to $1.4M ROI saving through Community Support Deflection in 2022
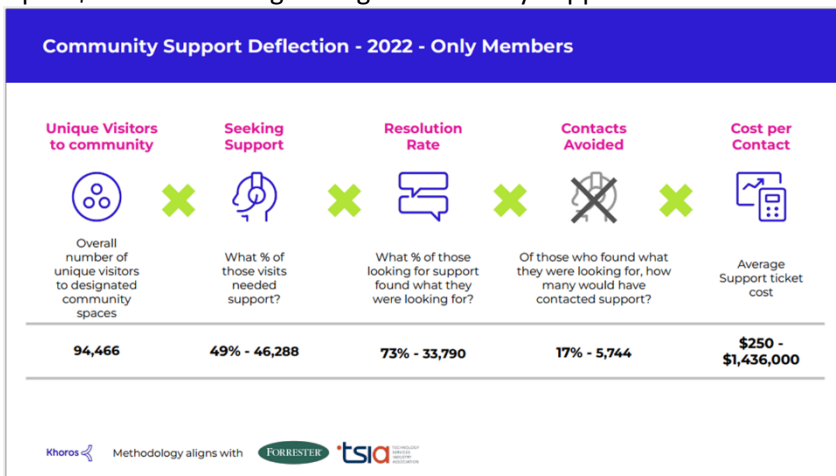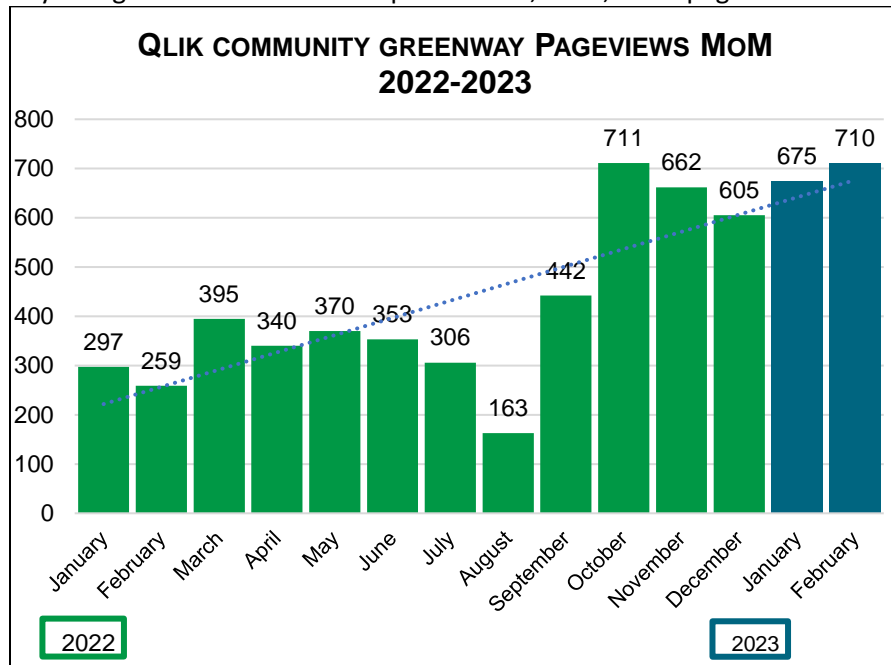

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Update to "Ask a Question" button UI/modal improvement

- 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.