CUSTOMER SUCCESS LEADERSHIP BOOTCAMP

LAUNCHING A COMMUNITY PLATFORM FOR YOUR CUSTOMERS

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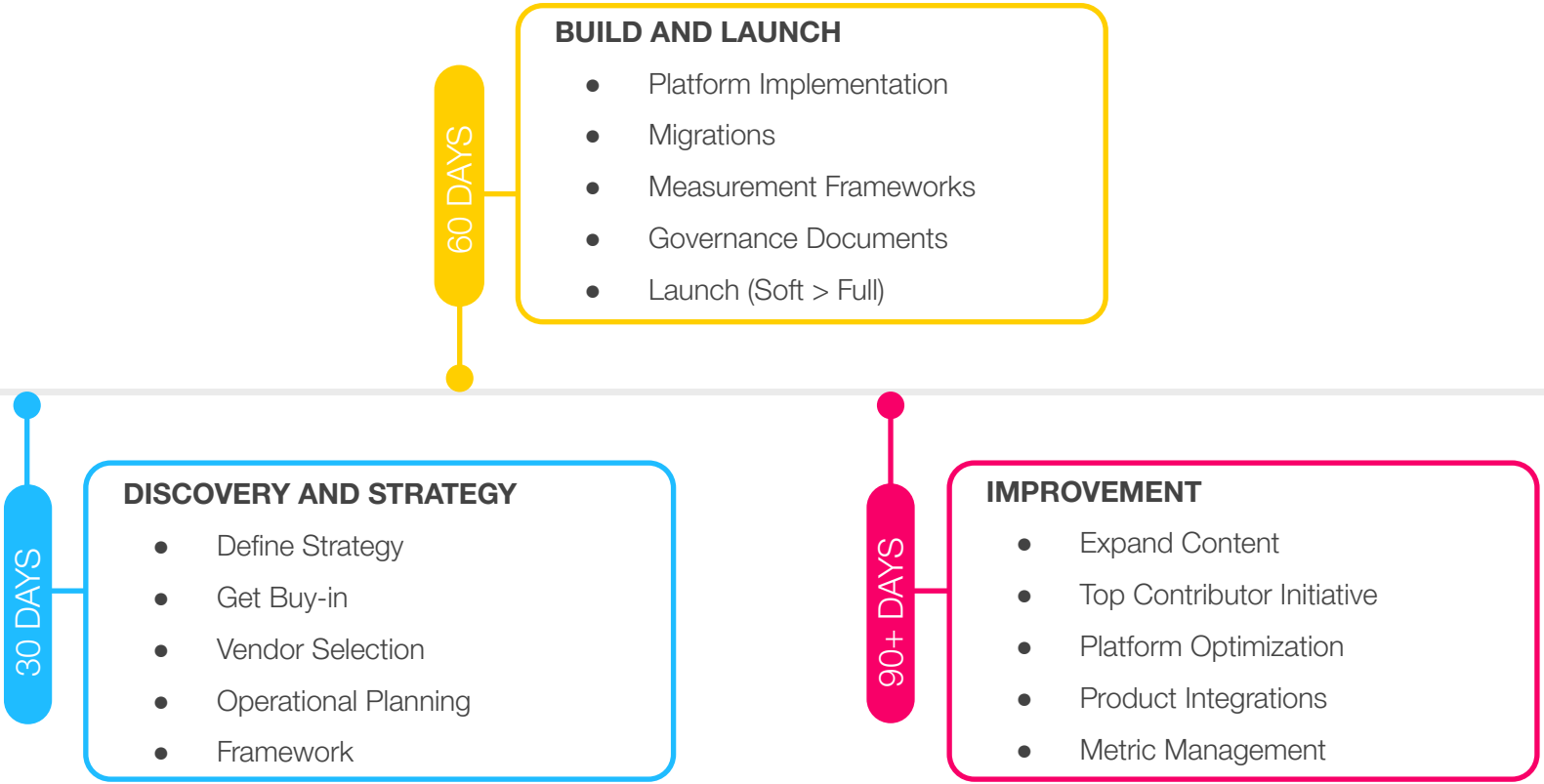
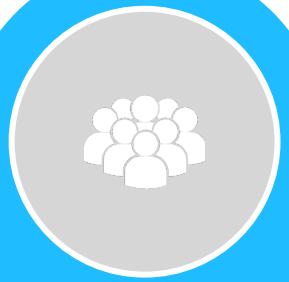
YOU DON'T NEED A COMMUNITY PLATFORM TO INITIATE COMMUNITY INITIATIVES, BUT IT CAN MAKE ALL THE DIFFERENCE.

DESIGNING OUR COMMUNITY ROADMAP



OUR COMMUNITY STRATEGY



SCALE

We want to facilitate a strong 1:Many approach where we can engage with many customers and ensure their success.

ENABLE

We want to ensure that all customers are properly enabled on all areas and use cases of the software.

CONNECT

We want to facilitate relationships and connections customers with one another to share ideas and insights.

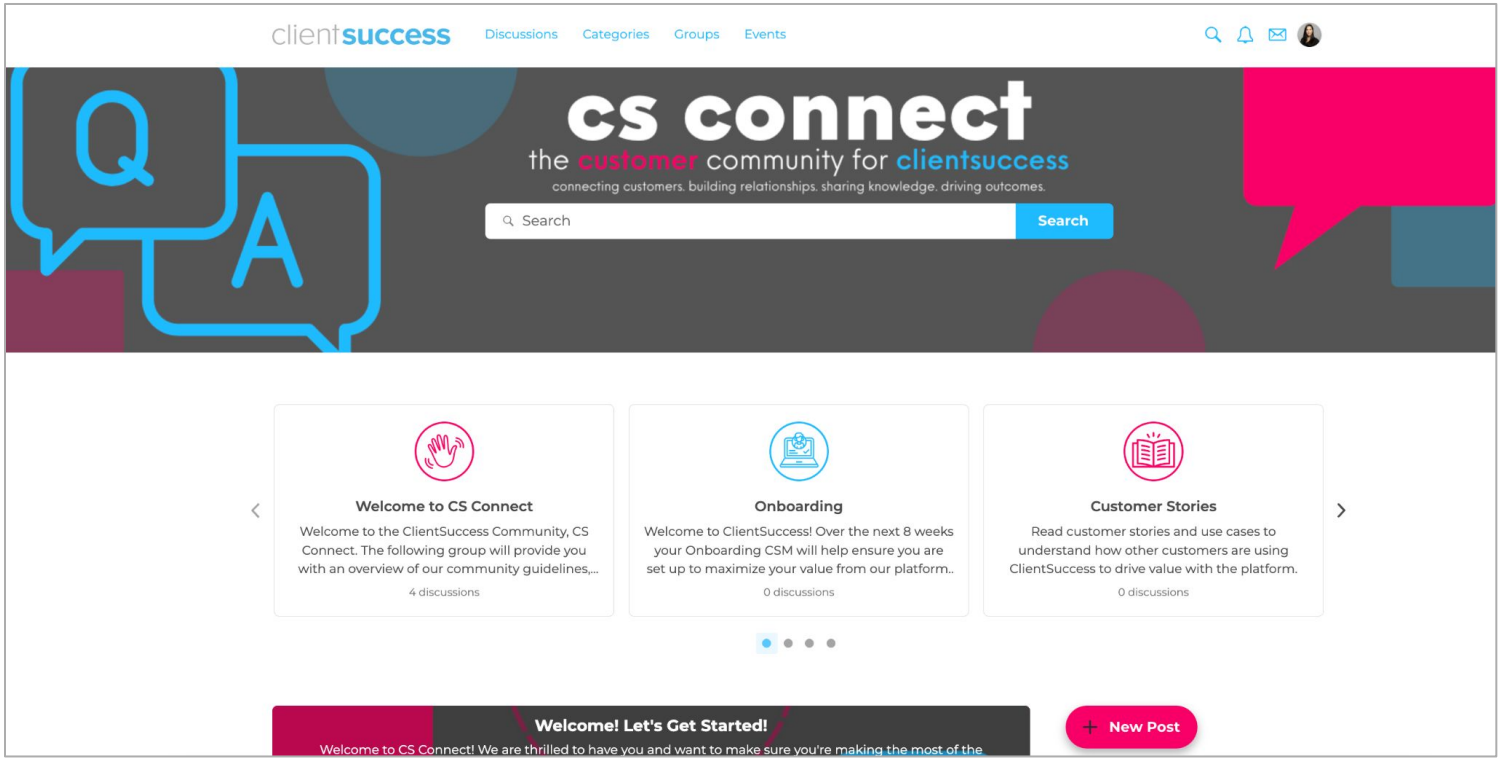
GROW

We want to support the growth of our clients business as well as ClientSuccess.

PLATFORM SELECTION

PRODUCT FEATURES	PRODUCT 01	PRODUCT 02	higher logic vanilla
Key functionality - discussions, forums, commenting, profiles, etc.	✓	✓	✓
Integrations - Support, CRM, CSM, Knowledge Base,	✓	✗	✓
Security - SSO etc.	✓	✓	✓
ICP - Current customer alignment, market focus and positioning	✓	✗	✓
Cost - Pricing, term length, model etc.	✗	✓	✓
Resources - CSM, Onboarding, Support etc.	✗	✗	✓

PLATFORM BUILD



Map out the content strategy

Design all of the elements

Write out the Community Guidelines

Configure permissions

Adjust settings

PLATFORM LAUNCH

INTERNAL ENABLEMENT

Introduce the internal teams to the community platform. Help them understand expectations.

SOFT LAUNCH

Roll out the community platform to an initial customer group - beta group.

CONTENT CREATION

Ensure initial content is created to help make sure that when all customers arrive they will be able to engage.

AUDIT AND REVIEW

Audit the content, settings and features before the full customer roll out.

LAUNCH

Roll out the community platform to all customers to start using and engaging with people and content.

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GETTING READY FOR V.2

INTEGRATIONS

Are there additional integrations that should be added or considered? How can we use the community insights?

1

IDENTIFYING TOP CONTRIBUTORS

Who are the users that are contributing the most amount of content, engaging with the most content or have top performing content?

2

PLATFORM ADD-ONS

Are there additional features or plugins that should be considered to optimize the end user experience and to ensure their long term engagement?

3

REPORTING AND PERFORMANCE

What is the data telling us about customer engagement, usage and adoption of the new community platform?

4

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5 REASONS TO CONSIDER COMMUNITY

1.

ENABLES BRANDS TO ENGAGE WITH CUSTOMERS AT SCALE

2.

FACILITATES ONGOING KNOWLEDGE SHARING AND LEARNING

3.

FACILITATES RELATIONSHIP BUILDING - CUSTOMER TO CUSTOMER AND BRAND TO CUSTOMER

4.

ALL CUSTOMERS BENEFIT NOT JUST "SMALLER CUSTOMERS"

5.

BRANDS HAVE HAD SUCCESS CONNECTING WITH CUSTOMERS THROUGH COMMUNITY FOR YEARS

THANK YOU