

Fostering Vibrant Support Communities

Some people are natural-born helpers. It's just what they do. And if they love your product, they will want to help others love it, also.

The challenge is creating an uplifting environment where that can happen easily.

Positive and well-managed product support communities are the perfect venue for the helpers among your userbase to do their thing, grow in their advocacy of your product and cut your support costs at the same time.

Everise PX has built enormously successful product support communities. Read on to learn more.



Product Support Community Management and Moderation

Everise PX knows that if you listen to your product users, they will not only tell you how to improve your product experience, but often help each other to do that very thing.

Safe, productive and well-moderated support communities are especially effective connected device support channels. There, users not only offer invaluable customer satisfaction insights and knowledge base content, but also help solve one another's problems.

Even better, user contributions provide our analysts clues pointing to the deep, non-obvious factors often driving many seemingly unrelated product support contacts.

The Everise PX methodology, which underlies our approach to support community management, is a radical departure from traditional outsourcing models. We transform interactions into intimate relationships through innovative technology and agent training. At the same time, we work to improve the support ecosystem via 'make it better' refinements to product quality, self-serve resources, our proprietary Systematic Insights® methodology and more.



CASE STUDY: HIGH PROFILE SUPPORT COMMUNITY RE-LAUNCH

CLIENT

Industry-leading smart home hardware and software maker

CHALLENGE

To leverage content contributed to support communities in the identification of opportunities to improve the customer experience.

ALIGNMENT

Everise PX specializes in the IoT/smart home space and has acquired extensive experience resolving issues in this unique and often counter-intuitive market.

Everise PX support contact analysis protocols are particularly effective at identifying issues based on customer feedback in disparate venues, including those contributed to public product support forums.

STRATEGY

Having failed at a previous attempt at building a product support forum, the client asked the Everise PX team to advise on and help run their second effort. The resulting counsel informed the community's organization, culture and moderator training ethos with an eye toward building a positive venue where customer support concerns could be shared constructively and in a manner conducive to subsequent analysis.

OUTCOME

Eight months after the client's support community was rebooted from the ground up, the client reported that the community had generated 5.5-million visits and the resulting knowledge base content and product bug tickets submitted to the client produced a support cost savings of at least \$26-million.

26 MILLION
DOLLARS
SAVINGS

500,000 daily experiences. 12,000 people. 13 centers. 20 languages.



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TO LEARN MORE**

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