EPIC CHALLENGE:

Varying types of content pulled from different communities on separate platforms

BOLD SOLUTION:

Custom UI called Front Door that showcases key content from different communities and allows users to easily click through to source content

BIG WIN:

Dramatic improvement in CX as evidenced by a 350% increase in average weekly visits within two months of launch

Impossible was upleveling the UX on related enterprise communities

itD

Impossible
drives us.

itD uplevels the UX on related enterprise communities

EXECUTIVE SUMMARY

Who
Fortune 100 Tech Giant

Goal
Combine valuable content from different yet related online communities together on a unified user interface.

Challenge
Varying types of content pulled from different communities on separate platforms.

Solution
Custom UI called Front Door that showcases key content from different communities and allows users to easily click through to source content.

Result
Dramatic improvement in CX as evidenced by a 350% increase in average weekly visits within two months of launch.

OVERVIEW

Our customer provides an ecosystem of business productivity applications that can be used independently but are designed to be interoperable. Users often use two or more of these applications. Each application has its own online user community.

CHALLENGE

The interrelationship between the different productivity apps creates significant user overlap, as users often use more than one application. However, this symbiosis was not well reflected in the online communities, since each app has its own, independent user experience.

Enabling single sign–on (SSO) helped reduce the friction by enabling users to sign into all of the properties using a single ID. Our customer also deployed itD's SmartConX iPaaS (Integration Platform as a Service) to facilitate content sharing and communication between users on different online properties.

However, there was no way for users to have a holistic view of relevant content from all of the communities. The company wanted a unified "entry point" that showcased the most relevant news, updates and content from the entire ecosystem of communities and made it easy for users to "jump off" to any property from there according to their needs.

THE MAIN HURDLES TO OVERCOME IN ACHIEVING THIS INCLUDED:

1. Content needed to be pulled from different Khoros-based communities, one of which is on a separate Khoros subscription and therefore on a different domain.
2. Differing formats and types of content needed to be displayed, including discussion threads, announcements, and event calendars, to name a few.

SOLUTION

itD developed a first–in–kind user experience called Front Door. It aggregates and showcases key content and information across multiple communities onto one screen. At the same time, it gives a view into the individual communities and facilitates access to them.

The Community Front Door was coded and built up in a way that allows our customer's business teams to manage it without needing to bring in DevOps to make most changes and updates.

The Community Front Door includes consolidated content divided into the following categories:

Hovering navigation menu – a menu with hot links to the different content categories remains visible at the top of the screen as the user scrolls down.

Discussion threads – a selection of the most active or kudoed (liked) discussions, pulled from the various forums.

Events – itD customized the Khoros events functionality so that events can be viewed in three formats: card view, calendar view or list view. itD also added a custom functionality that auto-detects users' locations using Bing Maps Geolocation API, so that the events view defaults to the events closest to them, in addition to allowing users to conduct a search. Events can be virtual, in-person or hybrid. These events are scheduled and promoted by User Groups, as described below.

User Groups – Khoros offers an out-of-the-box functionality called Group Hub that itD completely customized for our client. Called User Groups, these are subgroups of users inside the larger communities where users congregate around shared interests or geographic locations. This is a self-service functionality that enables any registered user to request the creation of a User Group and to control membership of the groups they host. As is the case with the events view, User Groups displayed on the Front Door are tailored to the user based on the user's location. itD added this customized feature using the Bing Maps geolocation API.

Quick links to individual app communities.

Community highlights – In this section, business teams can showcase member contributions to the different communities as well as post tutorials on how to get the most value out of the communities. The headlines, body copy and links in this section are completely manageable by the business teams (no need to bring in DevOps unless they want the images changed).

Links to other communities our customer manages outside of this ecosystem of app platforms.

RESULTS

Within 18 months of launch, 480 User Groups had been created, providing ever-increasing opportunities for customers to derive value from relevant expertise and useful content.

Within two months of launching the Front Door experience, average weekly visits to this page increased 350% between August (4K) and October (14K). Month-on-month growth over the first two months was 250% for unique visitors, 120% for visits, and 85.5% for new visitors.

ABOUT itD

itDl is a global woman- and minority-owned software engineering and full-service tech consulting company headquartered in Silicon Valley that champions the people side of tech. It challenges the status quo and helps companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise community, personalization and unified search, data transformation and business intelligence, SaaS solutions, and change management.

Founded in 2005, itD is one of Khoros's most established and capable global technology partners. iTalent's Community Management Center of Excellence and our ISO ISO27001-certified and SOC2-compliant Engineering and Quality Assurance Center of Excellence, both undergirded by deep systems integrations and customer support expertise, deliver the highest quality outcomes for our joint customers. itD's innovative work on the Khoros platform has earned us more than 20 industry awards.

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