

Redesigning and Optimizing Customer Community on Khoros for Better Case Management and Improved CX

HIGHLIGHTS



**Successfully Migrated
APC/CommuniFire
Community to Khoros**



**Successfully Redesigned the
Customer Community**



**Implemented Open Case
Management (OCM)**



**Migrated 60,000+ posts and
added 80+ categories**

THE CUSTOMER

The customer is a leader in driving digital transformation by integrating end-point to cloud connecting products, energy technologies, software and services, and more.

Recognized as the world's most sustainable company in 2021, the customer is a global giant that empowers organizations to make the most out of their energy resources.

THE CONTEXT

The customer had an APC and communiFire community. They wanted a central space where their users could access all knowledge as their discussions were segregated in two communities. They decided to migrate their community to Khoros. Additionally, they were looking for assistance in maintaining their community on Khoros and redesigning their community homepage along with various customizations.

THE OBJECTIVE

The customer wanted to get some aspects of their community redesigned and wanted all their community posts to be migrated to the Khoros community. To achieve better user traction, they were looking to introduce a 'product mentions' tab in the community. They also wanted the Open Case Management (OCM) functionality to be integrated into the community for case escalation and resolution. To achieve all these objectives, they wanted to partner with an organization with extensive experience in the community space.

THE SOLUTION

- The customer did not have any design mockups for redesigning their community. We set up the Optimizely tool to provide the customer with multiple community design options after A/B testing them. We added 80+ categories in the community and delivered a better community navigation experience.
- We added new features in the community such as Community Management as a Service for easy maintenance, resolution element, related products feature, TKB article page, forums, and pop-ups.
- The customer did not have dump files, which means that they were unaware of their existing data. This posed a limitation in migrating user data to the Khoros community. We extracted all the user data through APIs.
- Since Communifire does not offer content filtering for communities. We sorted and checked the community data for any malware.
- The customer's community on Khoros did not have an 'Invite' option. To combat this limitation, we added the 'Labels and Tags' functionality along with language specification options.
- The customer wanted to assign roles to users in terms of priority cases. We successfully integrated Open Case Management (OCM) in their community which enabled users to assign roles to users and escalate cases within two days if their issue was not resolved. The user could also reply and check the status of the case as and when required.
- We fully customized the community homepage by adding various options such as webinars, popular communities, top viewed posts, success stories, and more.
- We made certain customizations such as introducing the 'Tab Structure' in the community where users could view all posts, solved queries, unsolved queries, and comments.
- We also integrated Google Analytics in the customer's community on Khoros for tracking the performance of their blog posts and other knowledge sources.

THE OUTCOME

With Grazitti's help, the customer was able to redesign and utilize an all new robust community on Khoros after the successful completion of its migration. With 50+ customizations the customer was able to improve the overall UI and UX of the community. We migrated over 60,000 posts efficiently and added 80+ categories in the community for better navigation experience. After integrating Open Case Management (OCM) in their community they could assign roles to users and escalate cases easily, resulting in better case management.

