The Canon Story

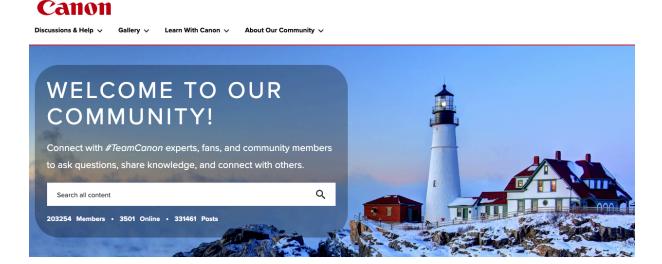**Canon improves customer engagement and support by putting relationships at the center of its online community.**

Executive Summary

Known for its long history of high-quality imaging products, Canon U.S.A. has served consumers and businesses in the Americas for over 65 years. As part of its corporate philosophy around harmony, Canon U.S.A. strives to foster long-term relationships with its customers and provide comprehensive support.

The company wanted to enhance its existing online Canon Community to connect like-minded people, build meaningful relationships, and empower customers to find solutions efficiently. By providing more opportunities for customer engagement and education, Canon U.S.A. increased the number of solutions it provided to customers each day by 85%, and totaled 2.3 million views of those solutions in one year.

In one year, Canon successfully:

➔ **Increased accepted solutions by 85%.**

➔ **Generated 2.3 million views on solutions within it's customer community.**

➔ **Increased customer referral traffic by 150%.**

Canon

Discussions & Help ⌄   Gallery ⌄   Learn With Canon ⌄   About Our Community ⌄

WELCOME TO OUR COMMUNITY!

Connect with *#TeamCanon* experts, fans, and community members to ask questions, share knowledge, and connect with others.

Search all content 🔍

203254 Members   •   3501 Online   •   331461 Posts

Khoros

Canon's Rationale for Change

Known for its long history of high-quality imaging products, Canon U.S.A. has served consumers and businesses in the Americas for over 65 years. Since its founding, the company has maintained a corporate philosophy — *Kyosei* — which is defined as "all people harmoniously living and working together into the future."

With an extensive product lineup of cameras, printers, fax machines, scanners, and other office accessories, Canon U.S.A. supports a wide range of customers. The company also seeks to grow its community of loyal fans. With both objectives in mind, Canon U.S.A. aimed to transform its existing online Canon Community with *Kyosei* as its central tenet — connecting like-minded people, building meaningful relationships, and empowering customers to find solutions efficiently.

Solution

Canon U.S.A. began the process of transforming its owned, online community. With the incorporation of new capabilities, and a renewed strategy, community members saw an immediate improvement in their experience. After implementing its renewed community strategy, Canon U.S.A. customers have the ability to search the Canon U.S.A. website for information, and are met with relevant solutions and discussions from the Canon Community. Once on the community site, members can ask questions, find existing answers, earn badges for their participation, and explore informative articles in the "Learn With Canon" section.

TECH TIPS WITH RUDY WINSTON
ELECTRONIC SHUTTER MODE

Canon Tech Tips with Rudy Winston

Canon Tech Tips with Rudy Winston: Electronic Shutter Mode Many mirrorless cameras offer a way to shoot still pictures silently and completely unobtrusively — Electronic Shutter operation. In this sho...

ONE MORE SHOT

One More Shot - A Canon EOS C70 Short Film

Canon Co-Lab Ambassador Sam Newton and his team created a short film based on the true story of Chris Balladarez, filmed entirely on the EOS C70 while in the mountains of Patagonia. Enjoy this breakdo...

How Canon U.S.A. empowers customer support and connection with its online community:

- **Engage**: To ensure consistent, high-quality customer service, Canon U.S.A. standardized and aligned its responses to customer inquiries, comments, and feedback across online channels, including the Canon Community and social media.
- **Gamify**: The company launched a badge reward system within its brand community to encourage member participation, peer-to-peer engagement and support, and a sense of belonging.
- **Educate**: Canon U.S.A. began publishing timely and relevant content on its knowledge base and broadcasts live events within the Canon Community to educate customers
- **Reach:** By integrating Canon Community content within Canon U.S.A.'s corporate website and search function, the company extended its expertise and peer-to-peer support to customers who had never visited the community previously.

> **"**
>
> We transformed the online Canon community with our corporate philosophy at its center — connecting like-minded people, building meaningful relationships, and empowering customers to find solutions efficiently.
>
> **"**
>
> **Christopher Canada**
> Community Manager, Canon U.S.A.

Outcomes

After enhancing the Canon Community for greater customer engagement, connection, and education, Canon U.S.A. increased the number of solutions it provided to customers each day by 85% and totaled 2.3 million views of those solutions in one year.

In one year, Canon's community achieved...

85%
Increase in number of solutions.

2.3M
Views of solutions in one year.

150%
Increase in customer referral traffic.

By integrating community content across key areas of the corporate website, the company increased customer referral traffic to the Canon Community by over 150%. The Canon Community is a living and evolving example of Canon's *Kyosei* philosophy, bringing together Canon customers and employees.

Khoros

[Explore how an online brand community can grow customer engagement and empower self-service](#).