

# **Community Platforms Category**



## Community Platforms Category

Community platform software assists businesses to develop, manage, and assess the effectiveness of their web-based communities so they can strive for continual improvement and deliver greater value to their customers. Online communities offer a platform for people to link around a shared activity, goal, or interest. Users create a network, develop relationships, and work together by engaging with content and sharing information.

Community platform software enables businesses to build these forums, maintain memberships, and cultivate followers. These applications automate administrative workflows and give you actionable data on trends and metrics like user engagement and site activity. Associations and businesses develop online communities for purposes such as growing their consumer base, increasing brand awareness, supporting consumers throughout the whole purchasing lifecycle, providing a forum for feedback and discussion on products and services, and more.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

## COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2021 Customer Success Awards

Check out this list of the highest rated Community Platforms software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order





180  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT HIGHER LOGIC



Higher Logic is an industry leader in cloud-based community platforms, with over 25 million engaged members in more than 350,000 communities. Organizations worldwide use Higher Logic to bring like-minded people all together, by giving their community a home where they can meet, share ideas, answer questions and stay energized. Higher Logic aims to empower relationship building and foster community evolution, which they believe are the fundamental elements to the long-term relevance of any organization. There's no denying the power of community—by fostering its growth, you can open up a world of possibility. Tap into the power your community can generate for you.

### Featured Testimonials

“Higher Logic has a great product, first and foremost. The community is an asset to our Association and my members rely on the community to ask each [other] questions and get advice. This gives our members all over the world the ability to communicate in real time.”



ELIZABETH AUSTIN  
COMMUNICATIONS AND MARKETING MANAGER, AMERICAN ASSOCIATION OF ANATOMISTS

“Since launching our TechZen User Community on the Higher Logic platform, we've seen dramatic membership growth and increased engagement. New capabilities coupled with engagement strategies have helped us gain greater insight into the needs of our customers and the community.”



JOHN BOYLE  
TECHNOLOGY ALLIANCES & COMMUNITY, ZENOSS

“Our online community is the heart of our association, so web site improvements are a key means of enhancing our member service. TMA Resources and Higher Logic integrated seamlessly to bring our members the best solution for peer-to-peer communication—which is consistently rated our number one member benefit.”



CLAY GIBNEY  
IT DIRECTOR, INTERNATIONAL LEGAL TECHNOLOGY ASSOCIATION (ILTA)

“ASHA members are more inclined to join a SIG because there is a tool for them to interact and communicate with others that have the same interest. Our community also has revenue streams through advertising of the discussions and a primary sponsor.”



JILL STRANIERO  
ONLINE COLLABORATION MANAGER, AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION

#### TRUSTED BY





#### ABOUT INFLUITIVE



Influitive, the advocate marketing experts, is based in Toronto with offices in Palo Alto and Boston. Influitive allows you to build a community of advocates and invite your customers, developers, partners, and employees to complete challenges, referrals, product reviews, social media posts, and more. As they complete these personalized challenges—which can be targeted to groups or individuals—they automatically earn points, badges, and levels to redeem professional perks and privileges. Easily visualize and report on all activities completed and the ROI of those activities, while integrating with your CRM and marketing automation platform to guide members through the entire customer journey.



# 204

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“If you're looking for a centralized platform to engage partners, customers and employees in creative, fun, and systematic ways, in which your company's benefit becomes everyone's main focus, Influitive is the right choice.”



RYAN QUACKENBUSH  
CORPORATE COMMUNICATIONS SPECIALIST, APPRENDIA

“Prior to Influitive, the only lines of personal communication we had with customers was via account managers. Now, we have an open community where we can watch educators discuss important topics, answer each other's questions, and share best practices. We then have the opportunity to easily collect testimonials, quotes, stories, guest blog posts, round up blog posts, online reviews, and so much more.”



JENNIFER SKOGEN  
CUSTOMER MARKETING SPECIALIST, DREAMBOX LEARNING

“Our Ambassador Hub (powered by Influitive - woot!) helped to evolve the advocate program and is one of the main reasons why our Ambassador program is successful. We increased our number of activities and challenges exponentially, streamlined our processes and tracked our growth – all through the Hub. The Ambassadors also love it because they feel more connected to each other through the Hub's gamified leaderboard and diverse activities.”



JUSTINE VELCICH  
GLOBAL COMMUNITY PROGRAMS MANAGER, HOOTSUITE

“Today, hundreds of Brightpearl customers interact in our community to connect with peers and learn how to grow their retail businesses. That's the kind of experience our customers want us to deliver, and Influitive's unique integration of advocacy, social media and community helps us get there.”



JAMES SCOTT  
SVP, CUSTOMER SUCCESS, BRIGHTPEARL

### TRUSTED BY





#### ABOUT KHOROS



Khoros, formerly Spredfast + Lithium, is the leading customer engagement platform built to turn siloed knowledge into enterprise value, and customers into contributors. By connecting consumer insights across all departments, Khoros gives companies the ability to run their business with their customers, anticipating their needs, accelerating sales, loyalty, and innovation.

177

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“Even if the customer’s problem is solved, the conversation never stops. Our Khoros Community allows for an ongoing conversation about every problem.”



JP BONNAFOUX  
VP GROWTH & SUCCESS, DIGITAL BUSINESS, SCHNEIDER ELECTRIC

“The Khoros Community has enabled us to transform our support organization. We have greatly improved the customer experience by providing our members with digitally relevant, expert information at the right time, in the right place with minimal effort.”



COURTNEY CROMLEY  
DIRECTOR, GLOBAL SUPPORT DELIVERY - AMERICAS, QLIK

“We know our goal of 100% product co-creation is ambitious, but a Khoros Community gives us our best chance to achieve it. We’ve already seen a huge increase in user-generated content, and user-generated ideas are a big part of that. There’s work to be done to achieve this goal, but we couldn’t be happier with how far we’ve come in such a short time so far.”



ALEXANDRA GELINET  
LEAD FOR COMMUNITY AND SOCIAL, DR. PIERRE RICAUD

“Khoros has provided Autodesk a true peer-to-peer community space that scales, where customers ask technical and subject matter related questions, share suggestions and answers, support overall product mastery, and collaborate on future product and service enhancement suggestions all in real time.”



KATINKA SANTE  
SENIOR PROGRAM MANAGER, STRATEGIC PROGRAMS, AUTODESK

## TRUSTED BY







#### ABOUT NING



NING is a platform allowing you to build online presence from the ground up. They've helped thousands of users across the globe to create their own social networks and stay connected with the world. NING has come a long way to offer clients a comprehensive SaaS platform with a wide range of useful features and customization tools.

25

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We couldn't have done it without NING and wouldn't even have thought of doing it this way if it hadn't been for the way the NING platform functions.”



KYLA FAIRCHILD  
FOUNDER, NO DEPRESSION

“Content creation & management requires thorough research, editing, creativity and activation. As a professional tool, Paid Access now allows us to monetize our work, grow and reinvest in our community. I am particularly pleased with NING not maintaining the status quo, but trying to push ongoing technical development to keep our network up to speed with the needs of today's ever more demanding communities.”



MARCO WESTERHOF  
NETWORK CREATOR, REEFZ

“NING has made it easy for members to get involved and submit their own photos, videos, and blog posts.”



STEVE CULBERTSON  
CREATOR, YOUTH SERVICE AMERICA

“NING allowed us to create our online community and make it an integral part of our business—to support our customers.”



DHRU PUROHIT  
FOUNDER, CLEAN PROGRAM

### TRUSTED BY





#### ABOUT VANILLA FORUMS



Vanilla Forums is the top-rated online community solution for mid-sized and enterprise companies. Offer your customers the best community experience, across all your products, in any language, anywhere in the world. Featuring a sleek user experience, deep integration to your existing tools, flexible customization to fit your branding, scalable knowledge bases, out of the box gamification, ideation, QnA and more. Request a demo today!

86

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Ease of implementation, great support, feature-rich and simple for our audience to use. Couldn't be happier with Vanilla Forums.”



CATHERINE CARSON  
SENIOR DIGITAL PROJECT MANAGER, COX MEDIA GROUP

“Vanilla Forums has proven to be a worthwhile investment for Cireson. When I first started my day, I used to have 40 or even 50 support tickets sitting in my inbox. Replying to each ticket individually was incredibly time consuming. After implementing Vanilla Forums that number has reduced dramatically. Today, I generally have 3 or 4 tickets to reply to each day. This has resulted in massive time savings for me personally as well as the entire organization.”



JOE BURROWS  
SENIOR SUPPORT ENGINEER, CIRESON

“Overall, the number that matters most to us is visits and visitors. This means more folks are using the community to find answers before contacting our support staff. Aside from a few support contacts regarding links we needed to update, we've also seen no negative feedback from our users. For the first 30 days after the transition, this is a very positive sign! I fully expected a drop off at first, as our users are generally very resistant to changes.”



PAUL HOBDAV  
TECHNICAL WRITER, LULU

“Vanilla Forums allows us to focus on building relationships with our members instead of fighting fires. This has helped us increase our customer retention and reduce churn. We now keep our customers' attention on our site and brand.”



PATRICK MCCRANN  
FOUNDER, ENDURANCE NATION

#### TRUSTED BY

Onshape

smartsheet

ROYAL  
CARIBBEAN

FOURSQUARE

acer





#### ABOUT CMNTY

## CMNTY®

CMNTY is the fastest growing and most user friendly insights community solution on the market. Hundreds of organizations and thousands of people use CMNTY every day to co-create better services, better products and ultimately increase the quality of life. If this makes you as excited as they are, let's chat! They believe that organizations are more successful when they understand the needs of the people they serve. That's why they help people and brands engage with each other in dedicated online communities.

39

### Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“CMNTY gave us an innovative way to get the insights we sell to customers. It saves us costs from flying to different countries and doing fieldwork on location ourselves. It also helps us do international fieldwork all over the place at the same time.”



FABIAN BAUMER  
SENIOR INSIDE INNOVATION EXPERT, BEAUTIFUL LIVES

“Every time we inform the community about the results they are really excited to hear that we use their feedback for new formats. It is very valuable for them to know that their opinions count. Members see that their voices are heard and that motivates them to continue participating in the community.”



MIRTE VAN DEURSEN  
PROJECT LEADER, RTL GROUP

“I feel that there is a decreased burden for both participants and researchers. Participants can log in at their own leisure, and complete as many or as few activities as they want. And as soon as we have new products, concepts or content for testing, we can post new activities to test them and alert our users that these activities are up. Feels like an interactive community which is great.”



SIDNEY HOLT  
RESEARCH ASSOCIATE, RTI INTERNATIONAL

“Members feel that their contributions are worthwhile. They love that they have access to get their ideas and opinions in front of top-management.”



MARKUS EICHEL  
OPERATIONAL MANAGER, LUFTHANSA

### TRUSTED BY





#### ABOUT DISCIPLE



Disciple is where communities thrive. Their community management platform helps people build independent, valuable and trusted communities in a safe space that they own and control. Disciple is the UK leader in the emerging technology category of community media - services that combine the interactivity of social media, with the control of owned media.

57

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Disciple has helped us to mold our online community around the needs of our users in a way that wouldn't have been possible with other platforms.”



HARRY VERMA  
FOUNDER, UPRISE ACADEMY

“Disciple has helped us to increase our community size and cultivate relationships on a more personal level with our community members.”



CRYSTAL SOL HAYS  
HOM

“The app has been a great way of engaging people with our daily action ideas and bringing them into our community of caring and like-minded people. We constantly get user feedback saying how much the app helps them.”



ACTION FOR HAPPINESS

“Creating a community with Disciple has allowed us to bring together people who have a wide invested interest in the disability community. I love how the Disciple platform allows for flexibility.”



LEAH ISON  
CEREBRAL PALSY ALBERTA

### TRUSTED BY





#### ABOUT QUESTIONPRO



QuestionPro provides powerful online survey software designed to help you make better business decisions. Our easy to use software includes tools for creation, distribution, and analysis of online surveys, polls, forms, and quizzes. Use our advanced features to completely customize the survey experience and power sophisticated analysis. Best of all, our customer support team is available 24-hrs a day to guarantee your project is a success! QuestionPro includes multiple pre-built survey templates and more than 30 question types, which can be used by companies to create questionnaires and personalized surveys. It offers tools to reach respondents through email, integrated pop-ups, and survey posting on social networks including Facebook and Twitter. With over 10 million users across 100 countries, we have provided survey software to Fortune 100 companies, academic institutions, small businesses, and ...

110

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“QuestionPro has increased our recruiting capabilities by orders of magnitude. It is incredibly user-friendly, flexible, and it features incomparable online chat support.”



BOB BERSHAD  
VP, CORPORATE COMMUNICATIONS, FOCUS POINTE GLOBAL

“QuestionPro is the most user-friendly survey tool that my colleagues and I have used. In addition to producing a very intuitive product, the technical and sales support staffs are top-notch. They respond to inquiries within 24 hours and typically go above and beyond the call of duty to assist clients. My agency has been very pleased with the product's quality and the first-class service provided by QuestionPro staff.”



LAURIE DRAKE  
EDUCATIONAL PSYCHOLOGIST, U.S. HOUSE OF REPRESENTATIVES

“By partnering with QuestionPro Communities and having access to a wide range of features, Gannett was able to expand the research and conduct additional types of studies. They were able to successfully conduct research across 10 markets using the comprehensive Communities platform. Gannett was also able to identify the pulse of each market along with understanding the scope of advertising which they leveraged to increase readership.”



VP PLATFORM AS A SERVICE  
GANNETT

“QuestionPro's extensive feature set met our requirements better than other alternatives. I was especially impressed with QuestionPro's well implemented user interface, detailed reporting capabilities, and responsive customer service.”



PAUL ORWIG  
SENIOR PRODUCT MANAGER, QWEST COMMUNICATIONS, INC.

## TRUSTED BY





\*\*\* 72

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT INSIDED



inSided is a Customer Self Service Solution that combines curated (company) and community content to answer customer questions and provide proactive help. This content & answers can be pushed in all of your channels, to feed customer with relevant answers where and when they need them. The inSided platform is a full-SaaS solution, meaning frequent updates without any development resources required.

### Featured Testimonials

“In order to create a successful community we needed a platform that combines research opportunities and the possibility to share feedback on local levels, which are key elements in our co-creation processes. The community platform of inSided suited our needs perfectly.”



ROBERT LOMMERS  
BUSINESS CHANGE MANAGER, RABOBANK

“We chose inSided to upgrade our customers' community experience after looking for more features and options for collaboration. The team at inSided has been excellent to work with and are receptive and responsive to feedback. Our customers regularly share compliments about The Hub and its position in our support offering structure and it's exciting to watch conversations evolve into solutions.”



DREW CLAYBROOK  
COMMUNITY MANAGER, EXTREME NETWORKS

“We quickly found that the inSided platform was highly appealing because of the possibility of creating and managing different language communities, the cloud hosting that enabled scalability for growth, and their local, friendly and experienced support team.”



YASER HEDA  
VP CUSTOMER CARE, TOMTOM

“The inSided platform is user-friendly and an important channel where customers can help each other. Customers search online to answer product and service related questions. Whether they are experiencing a problem or want to change something, it is extremely important that they find what they are looking for.”



ONNO VAN DER POEL  
MANAGING DIRECTOR, TELFORT

#### TRUSTED BY



BNP PARIBAS  
FORTIS



WEBROOT<sup>®</sup>  
an opentext company



SONOS







#### ABOUT CROWDSTACK

### CROWDSTACK

Crowdstack is an enterprise, feature-rich, hosted platform for your branded online community. It provides a cohesive environment for your people to share, interact, provide feedback, and converse. Hoop.la supports public or private communities, can scale to any size, and provides you with total ownership and control of all content and member data.

11

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Crowdstack is another home run by the Social Strata family! Having been involved with them since early 2001, they continue to bring innovation to social media. Licorice Pizza has used Facebook groups over the last few years and not satisfied until now with our Crowdstack Community! The LP Community is home for good! Thank you Crowdstack!”



OWNER  
LICORICE PIZZA ONLINE

“It is just too easy to use and manage as an administrator. It is really an excellent communication, collaboration, and marketing platform that enables us to grow and reach our audience seamlessly. It solved a huge visibility issue and we've been able to increase engagement for online events significantly. It has created a much higher awareness of our work and what we have to offer.”



AARON WEIBE  
COMMUNICATION MANAGER, EXTENSION FOUNDATION

“[Crowdstack] offers what we need to allow our community to grow. Our community, like most, are now expecting a mobile-friendly experience with social networking features like blogs, photo sharing and video sharing. [Crowdstack] offers all of that, and more. The folks at Social Strata are always working to improve the platform and are regularly rolling out new features that enhance the user experience and allow us to better manage the community.”



LYNDA MITCHELL  
FOUNDER, KIDS WITH FOOD ALLERGIES FOUNDATION

“After extensive research, we selected Crowdstack to be the host for our on-site community. The platform has given us the ability to build a connection between audience generated content and our brand's editorial pillars, while creating an environment that supports our readers through peer-to-peer engagement. The community has added value to our brand by creating greater utility and providing incremental resources, thereby increasing loyalty and affinity. As our member base has grown in size, we have also been able to leverage the platform to offer creative solutions for partner brands looking to reach engaged niche audience segments.”



YASMIN MARINARO-BASONE  
VICE PRESIDENT, DIGITAL PUBLISHING, THE PENNY HOARDER

### TRUSTED BY

YourGoodSkin™

social  
buzz  
club

The  
PENNY HOARDER

orange leaf  
AMERICA'S FROZEN YOGURT

LONG JOHN  
SILVER'S



23

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT OPEN SOCIAL



Open Social is an open source community building solution. We're a great match for your external, volunteer and ideation community. Our software is used by NGOs, governments and hundreds of smaller organizations to connect with their members, volunteers, employees, and customers. Greenpeace Greenwire, an award-winning project with hundreds of thousands of volunteers worldwide, was the inspiration for Open Social. We are now a Drupal-based community solution with more than a thousand active installations.

### Featured Testimonials

“Lemberg has collaborated with Open Social from the very beginning. Since the product launch, we've witnessed tremendous growth of this platform from beta to an enterprise product. We are absolutely confident that it's a great software to build versatile community solutions.”



ROMAN PASKA  
HEAD OF WEB DEVELOPMENT, LEMBERG SOLUTIONS

“It's important for our organization to have flexible software for the changing needs of our community. Open Social is great to build upon. We spend 20% of our resources on development unique to our community. The other 80% is handled out of the box.”



CHRIS BLOCK  
WEB DEVELOPER, PACHAMAMA ALLIANCE

“The Open Social platform, and especially the ideation feature we've built on top of it, is disrupting the way we create bottom-up policy advice in an international network of 'open think tanks'. We're very happy with the collaboration so far and look forward to a future where global challenges are solved by a connected global civil society.”



JONAS NAKONZ  
POLICY KITCHEN

“The transition to the Open Social platform has been simple. It's easy to create and adjust the homepage to meet our changing needs allowing us to highlight our latest project or draw attention to an area of work that could use community support. For the end user, the overall look is clean, modern and attractive.”



ALISON SPRINGATE  
STRATEGIC COMMUNICATIONS AND PROGRAM ADVISOR, CITY OF GUELPH

#### TRUSTED BY





#### ABOUT ZAPNITO

# zapnito

Zapnito is a knowledge-sharing and expert community platform. They help event organizers, expert networks, membership and subscription businesses to deliver expertise on-demand and build sustainable communities. They bring expert knowledge and genuine community together.

34

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“I have found working with Zapnito to be excellent - they're full of ideas, full of feedback and deliver fantastic support.”



VIOLETA RIBARSKA  
PUBLISHER FOR THE FEBS PRESS PORTFOLIO, WILEY

“Works out of the box. It is a CRM and a CMS and an analytics engine all rolled into one. It has enabled us to offer a digital space where we may be able to build an engaged community 365/24/7, going beyond our annual two-day event.”



TOBY GREEN  
FORMER CHIEF OPERATING OFFICER, PUBLIC AFFAIRS AND COMMUNICATIONS, OECD

“WildHub was a way of accessing and leveraging everyone's knowledge and experience. You can accelerate conservation so fast with that medium of this online community.”



ADAM BARLOW  
EXECUTIVE DIRECTOR, WILDHUB

“Zapnito has given us a platform for community discussion around our journals, with little development time needed from us, helping to raise our visibility and strengthen our relationship with the research community. I would highly recommend them.”



BEN JOHNSON  
MAGAZINE EDITOR, NATURE PORTFOLIO

## TRUSTED BY

THE  
FUTURES  
AGENCY

onmedica  
For the smarter physician

CENTAUR  
MEDIA

WILEY

Wilmington  
Healthcare