2019 SUMMER CUSTOMER SUCCESS REPORT

COMMUNITY PLATFORMS CATEGORY
COMMUNITY PLATFORMS OVERVIEW

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. Most importantly, communities should offer value to end users. 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.
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** is affected by:

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

**Market Presence Score** is affected by:

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

**Company Score** is affected by:

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

---

### Customer Success Report 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.
2019 Customer Success Awards
Check out this list of the highest rated Community Platforms software based on the FeaturedCustomers Customer Success Report.
ABOUT AXERO

Move work forward. Replace your outdated, socially challenged intranet with Communifire, the intranet software for teams that love intranets. 100% useful. 100% customizable. 100% loved by over 5,000,000 people. Communifire is your modern, fully featured social intranet software that supports your employees and your business. 99% of Communifire Intranet customers are still actively using the platform after 5 years. From connecting your people and streamlining communication to enhancing collaboration and managing content, our full suite of integrated tools will help your organization be more informed, quicker to take action and prepared for tomorrow.

"I couldn't think of any better tool to help us achieve collaboration through knowledge sharing. While the product is great, the best part about Communifire is the people! You can expect only the best level of support from the Axero team. They're not just solution-oriented, they're people-oriented!"

Aimee Bacallan
Coordinator, Queen's University

"Customer support with Communifire is one of the best I've experienced on any online platform. My question was answered almost immediately after posting in the forums, and I had a solution to my problem in less than 5 minutes."

Mallory Hatten
Head of Marketing, LiquidAgents Healthcare

"Communifire has all features I want, and the user experience is easy to tailor. I like being able to jump in and make the Home page our own to organize and display high-priority content like event photos."

Colton Leonard
Chief Culture Officer, Nutrabolt

"We implemented our corporate social intranet with Communifire and we are more than pleased with the team, the product, and the professionalism exhibited."

Ei Ei Thu
Senior Consultant, PhillipCapital, PhillipCapital
ABOUT 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.

"It was actually a very extensive research project. We wanted to change the company’s brand. But at the same time, it needed to stay recognizable to their fan-base. Luckily, CMNTY Platform gave us the tools for that.”
Karen de Visch
Senior Research Consultant, Profacts

“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...”
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

“Every time we inform the community know 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
ABOUT EXO PLATFORM

eXo platform is an open-source social-collaboration software designed for enterprises. It is full featured, based on standards, and extensible, and it has an amazing design. eXo aim is to build a strong collaboration culture by offering their users complete groupware solutions that allow them to switch quickly between tools in a single collaborative digital workplace.

"eXo Platform allows us to maintain continuity while providing the advantage of being integrated. Everything we did with two products is now possible with one."  
Nicolas Milcent  
Program Director, French Ministry of Foreign Affairs

"eXo has always been involved, helping us choose our system architecture and validating some of our technical decisions. Their valuable advice have been key to the success of this project."  
Jérôme Farcet  
Head of Technical Operations, Mutavie

"This unique integration of learning and social networking allows behavioural health specialists to virtually connect learners with not only their lessons but with their classmates to learn from each other."  
Gregory A. Leskin  
Director of the NCTSN Military and Veteran Families Program, UCLA

"We don’t have our own IT team, but eXo was very easy to put into production. The package included a couple of consulting days where an eXo expert installed the solution on our server, configured our spaces and trained us to use the platform. The new system was adopted by everyone from the start."  
Alberto Roldán  
CEO, ONA Investigación
ABOUT HIGHER LOGIC

Higher Logic is an industry leader in cloud-based community platforms, with over 25 million engaged members in more than 200,000 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 we 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.

"The best thing about being a Higher Logic client is the excellent service and support from Higher Logic and the HUG community."
Robyn Shutak
SVP Membership, Global Equity Organization

"I'm more of a business customer who wasn't involved in the implementation, but I am a fan of the business and your products. Since adopting Higher Logic, we've seen a much greater engagement in the NPS community."
Matt Barnard
Strategic Account Executive, Satmetrix

"Thank you Higher Logic for a great training class at Higher Logic Academy! Nice mix of Connected Community training, education, networking and fun. I would recommend Higher Logic Academy to all new Higher Logic clients."
Jay Snyder
Assistant Director of Leadership Development, ASBO International

"Higher Logic helped us dramatically simplify our IT infrastructure. We were able to retire our email list, our online discussion software, and a custom-developed member directory."
Tom Jelen
Director of Online Communications, American Speech-Language-Hearing Association

127
Customer references from happy Higher Logic users
VIEW ALL REFERENCES
**ABOUT INFLUITIVE**

Influitive, the advocate marketing experts, is based in Toronto with offices in Palo Alto and Boston. Today’s buyers are increasingly leveraging their peers’ opinions and Influitive helps marketers tap into this force with its innovative AdvocateHub platform and Maven mobile app. By capturing the enthusiasm of their best customers, followers and evangelists, marketers gain direct support for their sales and marketing programs. From social media reviews and customer referrals to case studies and references, passionate advocates help support all stages of the buying cycle. Influitive’s customers include some of the most successful and fastest-growing business-to-business software and technology firms in the world.

---

**162**

Customer references from happy Influitive users

VIEW ALL REFERENCES

"Influitive has helped us take our referral program to a new level — it gives our team the ability to engage more frequently with our partners and understand their preferences, needs, and motivations."

Sarah Rolfing
Demand Marketing Specialist, Five9

"We’ve been thrilled with the results so far. The Hub makes it easy to go to a large audience of customers when you need something from them – a quote, a speaker, or just product feedback."

Angela Higgins
Director, Customer Engagement, Code42

"In terms of benefits, we have generated more than 100 high-quality referrals, tripled our LinkedIn group membership, recruited over 50 new reference customers, and generated a solid pipeline of customer success stories. And we’re just a few months in."

Davin Wilfrid
Customer Marketing Manager, Intuit

"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
ABOUT INSIDE

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.

"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 SNS community gives us a unique chance to start real in-depth conversations with our customers. We receive great feedback and suggestions from our community members that make it possible to create better products and services. The community is therefore an invaluable asset for many employees."
Wanda Catsman
Community Manager, SNS Bank

"It’s all about people, content and ideas. We can work with that. It is beautiful to see that people are so actively involved in a company that supplies power."
Stefan Verhoeve
Community Manager, Eneco

"The inSided platform makes it easy for KPN to surface the right answers to customer questions. Where the real value of the community lies is that it is both a 1-to-1 and a 1-to-many service channel. When we help a customer on the community, we’re actually helping 50, 60, or 70 customers."
Thomas Pel
Social Innovation Manager, KPN
ABOUT JIVE SOFTWARE

Jive (Nasdaq:JIVE) is the communication and collaboration platform for modern, mobile business. Recognized as a leader in social business by the industry’s top analyst firms, Jive’s cloud based platform connects employees, customers and partners transforming the way work gets done and unleashing productivity, creativity and innovation for millions of people in the world’s largest businesses.

"Our Jive-powered community has completely changed the way Cerner works and engages with clients and vendors.”

Todd Stuck
Director of Workforce Enablement Solutions, Cerner

"Jive Software’s products are extremely flexible and met our needs perfectly. And the no-nonsense approach to development was amazing: If they said it could be done, then it was done.”

Saul Gurdus
Director, Global Escalation Services, Citrix

"We believe in the power of people and know that we can accomplish more together than as individuals. One conversation at a time. One idea at a time. One action at a time. We are on a quest to shape the future, and we are engaging with thought leaders to do this together.”

May Petry
Vice President of Marketing, HP Software, HP

"What we really like about our Jive community is that it reflects how our salespeople naturally interact and work with each other and with corporate. Even better, unlike CRM systems, it’s a software tool that they actually use.”

Jon Michael Richardson
Manager, SOS Operations Community Involvement, T-Mobile

241
Customer references from happy Jive Software users

VIEW ALL REFERENCES
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.

“Our community built on the Khoros platform allows the engineering team to push recent feature updates without waiting for the monthly product release cycle. This allows the engineering team to experiment more and provide a better experience to the developers and users.”

Ved Prakash Agarwal
Engineer Manager, Visa

“Having a tool like Khoros, which enables us as a brand to speak in a more consistent way across the globe, is key.”

Brian Nunnery
Social Media Program Manager, National Instruments

“Khoros allows us to maintain a more unified brand voice across multiple channels, pages, and platforms.”

Tim Carr
Vice President of Social Marketing, Live Nation

“We knew that our customers were on social and expected to receive support within the channel. With Khoros Care and Marketing, we now have a trusted relationship with customers on social like never before.”

Mary C. Hill
Customer Service and Social Media Manager, StubHub
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.

"NING’s impact on education has been profound, showing the potential educational networking has to transform professional learning.”
Steve Hargadon
Classroom 2.0

“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

“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

"For me it was time to change, to give a breakthrough to my business! I wanted to facilitate access to my network through simple and effective payment methods. What better time can be than now with NING’s New Ecommerce Services? Merchants settings with PayPal and Stripe Integration, autocreation of the customer profile when purchasing,..."
Giuseppe Pastena
Network Creator, FaceBambi
ABOUT QUESTIONPRO

QuestionPro is a leading provider of online survey software that allows their users to generate the insights they need to make better business decisions. Their software includes not only tools for creation, distribution, and analysis of surveys, but also provides a platform for polling, tablet-based mobile research, and data visualization.

“Managing the nine separate reader panels of our magazines was a bit overwhelming before QuestionPro Audience, but they’ve greatly simplified the process in all areas.”
Ross Garnick
Director, Sales & Marketing, Ivy League Magazine Network

“We use QuestionPro Audience when we need to get quick answers to complicated questions regarding consumers, our brand and the markets we work in. QuestionPro Audience's expert and responsive personal support allows us to launch surveys at very short notice, while the online dashboard makes it easy analyze responses and visualize the results.”
Dominic Jones
Principal UX Specialist, iRobot

“In speaking with retailers, we hear time and again how invaluable consumer feedback is, especially as brands now have to compete across multiple channels to win customers. QuestionPro helps brands better engage and learn from consumers, and the information retailers collect can inform them of where to invest resources and close sales.”
Lauren Keys
Editor-in-Chief, DealCrunch

“QuestionPro’s ability to store unlimited amounts of data is a huge value add to any company that values scientific research.”
Sanja Licina
Research and Methodology Manager, CareerBuilder

77
Customer references from happy QuestionPro users

VIEW ALL REFERENCES
ABOUT TELLIGENT

Telligent is a leading provider of social community software for the enterprise. Companies use Telligent Community to improve their online customer service, engage customers and prospective buyers in more meaningful ways, and learn how consumers, partners and businesses use their products and services.

“We chose Telligent because we wanted a completely customizable user experience, a full set of social features and analytics to measure the success of our integrated social strategy.”
Scott Moore
Sr. Manager, American Institute of CPA

“Telligent Community is a mature private community platform which allowed us to quickly start off with the built-in features like social interaction, search and various sorting options. We took advantage of the Telligent capabilities to build a robust, yet easy to use place of interaction for the Olympus customers.”
Gianluca Turturro
Lead Solutions Architect, Olympus

“Our clients are now able to connect with each other on a variety of topics, including custom reporting writing. Besides training and report consultation from our service teams, clients are able to post their report problems for other clients to solve. Clients can also share custom reports with one other and gain additional opportunities to network and improve…”
Joe Thurmer
Client Solutions Support Team Leader, API Healthcare

“I love that Telligent’s platform is customizable and easy to use for a nontechnical person. I can quickly create the community design and layout I envision to accomplish our business objectives.”
Lauren Coppola
Associate Product Manager, HealthStream
ABOUT VANILLA FORUMS

Vanilla Forums allows you to create an online community that your customers or audience will love. Thousands of companies use their open source and hosted products to increase loyalty, brand advocacy and reduce customer service costs. Vanilla’s customers are made of a broad group of organizations from around the world.

64
Customer references from happy Vanilla Forums users

“I would recommend to any global organization team to consider adding an internal community. If done diligently with constructive, consistent feedback, an internal community has the potential to do wonderful things.”

Oscar Guerrero
Senior Account Executive, Global Marketing, Royal Caribbean

“The thing that has helped us the most is Vanilla’s ability to answer our questions. Everyone at Vanilla has been super helpful and easy to work with. Our team made a unanimous decision to move forward with Vanilla Forums and we have not looked back.”

Sarah Lemaire
Manager Vertica Documentation, Micro Focus

“The main goal of the forum was to create a sense of community, but we also received many other benefits. Now we have much better visibility into the community’s most pressing issues and can communicate with more transparency and frequency, improving the way we handle concerns and communicate changes.”

Victoria Ugarte
Product Manager, Foursquare

“Our ‘players’ become our loyal brand advocates as they are a never ending source of help for us. Many of them actually become part of our global support by assisting other players through the tools we’ve provided to them, including the community forum.”

Jussi Tähtinen
Chief Executive Officer, Nitro Games