

# Customer Community for Energy

When competition continues to increase, margins are shrinking, and core services become commodities, companies must become truly customer-centric.

Your customers are informed, connected brand advocates (or detractors) interacting with each other to learn more before they buy. They trust peer recommendations and reviews over company advertisements and product descriptions, and are willing to proactively extend help to others on the brands and products they love the most.

To successfully acquire and retain customers, organizations must recognize these new dynamics, and adapt and evolve to become more flexible and responsive. So it's time for every business to start seeking and fostering enduring relationships with their customers - a relationship that goes far beyond the initial sale.

## Drive Business Value with Communities

Branded online customer communities are places where your customers can connect, share their knowledge and answer each other's questions.

Building online customer communities is about creating connections between the people within your organization to the people that buy your products and services.

By integrating social and community features, your corporate website becomes a customer engagement hub and a primary source for relevant, trusted information at every stage in the customer buying cycle.

Communities work because it is a deep human instinct to use communities and be part of them. In fact, the 'social web' is all about community dynamics such as accelerating innovation, socializing issues, spreading ideas and extending influence.

Communities will help you to reduce costs, drive innovation, build trust and strengthen customer relationships. They provide real business value and smart organizations use them as the centerpiece of their voice of the customer programs.

Your customers have evolved. Have you?

## Community Benefits



Reduce calls and emails to your contact center



Co-develop innovative improvements for products, services or processes



Build dynamic knowledge bases and increase relevant website content



Create compelling word of mouth marketing and social campaigns



Reduce costs of search engine optimization



Achieve richer competitive differentiation



Gain insights in customer issues and concerns



Increase customer satisfaction, retention rates and lifetime value

## Customer Success



VATTENFALL 

1,500 customers help Nuon improve products and services

To support its ongoing campaign to bring about positive change for its customers and improve its webcare, Nuon started a co-creation community including a forum, blog, research module and Facebook integration to discuss ways to make energy easier, more sustainable and more affordable.

# Eneco

1st energy supplier in NL with a customer community

To support its mission to become a partner instead of supplier for its customers, Eneco launched an online community to interact, provide service, gain customer insights and crowdsource product improvements.



Nederlandse Energie Maatschappij

Use a community to increase satisfaction and cut costs

As a fast growing and independent energy company, NLE integrated a forum into its website to engage with its customers and actively co-create with them to improve products, services and communications.

# We are inSided

As the European leader in social business technology, inSided believes in empowering your customers in order to reduce costs, improve sales, develop better customer relationships and drive innovation.

## Products



### Forums

Create a user-friendly, social destination for customer conversations on any topic you choose.



### Ratings & Reviews

Collect real customer experiences to improve products and services, boost SEO and increase conversion rates.



### Research & Co-creation

Create an open market research or co-creation environment to acquire ideas and optimize products, processes and customer experiences.



### News & Blogs

Tell your story, improve content marketing and drive traffic, conversions & loyalty.



### Product Q&A

Infuse your product and service pages with peer-to-peer Q&A.



### Mobile

Engage your customers anytime, anywhere with a mobile-optimized community.



### Reward Management

Increase community participation and engagement with gamification.



### Facebook Apps

Create a central hub for social conversations about your brand.

## Services

Our deep expertise in community development and full-service offering help you to rapidly launch a successful community, integrate it into your channels, processes and systems, and keep it healthy, thriving and trouble-free. InSided not only delivers the technology, but can help with every step of the process.



### Strategy

Social business maturity scan  
Goals & strategies workshop  
Social business case  
Community roadmap



### Concept

Creative community concepting  
Community design  
Social media integration  
Content & activation strategy



### Implementation

Community development  
Testing & quality assurance  
Backoffice systems  
Integration, deployment & launch



### Support

Workshops & trainings  
Community moderation services  
Sharing of best practices  
Continuous improvement

Leverage our passion and experience to transform customer interaction and achieve your vision of social business success.



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