

# Branded Customer Community

How can Europe's leading retailers simultaneously engage with their customers, improve customer advocacy and reduce service costs?

Engaging with customers online in order to build customer loyalty and foster trust is a high priority for all retailers who want to compete in a highly competitive marketplace. Today's online shoppers are more socially active than ever, with a keen interest in participating in conversations that allow them to engage with your company, get their questions answered, share their opinions and voice their concerns.

## Facebook and Twitter

Most of the world's biggest retailers are active on social media sites such as Twitter and Facebook, allowing customers to contact them directly. These off-site communities are powerful as they give customers a platform to express their opinions. But just 2% of fans return to brand pages they like on Facebook and posts on these social sites have short shelf lives, so they do nothing to reduce one-off common requests like FAQs and other simple-to-solve issues. They are also not optimized to connect your customers to one another and you have to operate within the terms and conditions of each site and communicate within their design and functional parameters (which can change without notice).

## Benefits of Branded Communities

The next step for retailers is having an online community built directly into their site, engaging shoppers and boosting sales with peer-to-peer support, product Q&A's and co-creation. By integrating social and community features, your corporate website becomes a customer engagement hub - hosting social conversations that relate closely to your brand and products. In this context your presence on social networks becomes secondary. They provide outreach for customers but are in reality integrated extensions of your branded community in terms of how they operate and seek to build membership.

*Customers are three times more likely to visit your website than to engage with your company on external channels such as Facebook.*

FORRESTER

*While you might want to leave your Facebook fans on Facebook, the smart move is to divert them to your own communities whenever possible.*

DG DachisGroup



# Drive Business Value with a Community

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

More importantly, they provide a social space where your customers can share their opinions, ideas and knowledge and where your company can provide access to relevant, trusted information at every stage in the customer buying cycle around the topics your customers care about.

By launching an online customer community and integrating this into natural engagement points on their website like product and support pages and search results, retailers are successfully deploying a winning customer engagement strategy. This approach boosts feedback, conversions, trust, customer satisfaction and return visits, while at the same time reducing abandonment rates and service costs.

TomTom, for example, has successfully created a community within its website, which receives 4 million annual visits and functions as an online knowledge base where customers can get self-service help. As one correct answer in the community helps on average 30 other people with a similar problem, this has resulted in a call deflection of over 25 percent and a constant stream of valuable product feedback from their customers. In one month TomTom resolved 21,000 cases, resulting in €150,000 savings.

*‘Organizations integrating communities into customer support will realize cost reductions ranging from 10 to 50 percent.*

## Gartner

### Bottomline

Conversations around your brand are taking place on external channels, so why not give customers a branded channel where you can be a part of these conversations? Building a robust online community is an increasingly solvable problem and its success is measurable. Using our advanced social technology platform, your company can launch a pilot in a few months instead of years. This enables you to:



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

# 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

Customer success is a mindset for us. Our services help you to launch a successful community, integrate it into your channels, processes and systems, and keep it healthy and thriving. A dedicated team will assist you every step of the way and help you realize a fast impact on your business.



### 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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