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Why Community is at the CENTER of the Customer's Journey

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About Leader Networks

- Leader Networks is a research and consulting firm that helps companies use digital and social technologies to gain competitive advantage. We work alongside our clients to develop digital business strategies, launch new digital products and business models, create and grow online communities, and craft social selling campaigns and operations. Our efforts pay off – by enabling organizations to better engage their customers, drive new product and service innovations, reduce costs, and boost shareholder value.
- Our clients include some of the world's best-known companies – from Cisco Systems, Hitachi, Hewlett-Packard, and Royal Dutch Shell to Fidelity, Thomson Reuters, Company, and the World Bank. They also include forward-thinking associations like The Children's Hospitals Network and National Congress of State Legislators.

Our Clients



Times Are A-changing!

A company is no longer defined solely by what it says it is or does.

The buyers journey begins well before the phone rings.

Most Companies Struggle To Connect With The Buyer/Customer Throughout The Process

Cold-calls and social selling

- Limit is low rate of return

Conduct in person events and see who shows up

- Limit is cost and scalability

Hold stand-alone webinars on independent platforms

- Limit is webinar replay exists in isolation with little ongoing engagement

Scour social platforms/ channels for discussions and buyer signals

- Limitation – sales call may be premature, limit accurate sales funnel resourcing

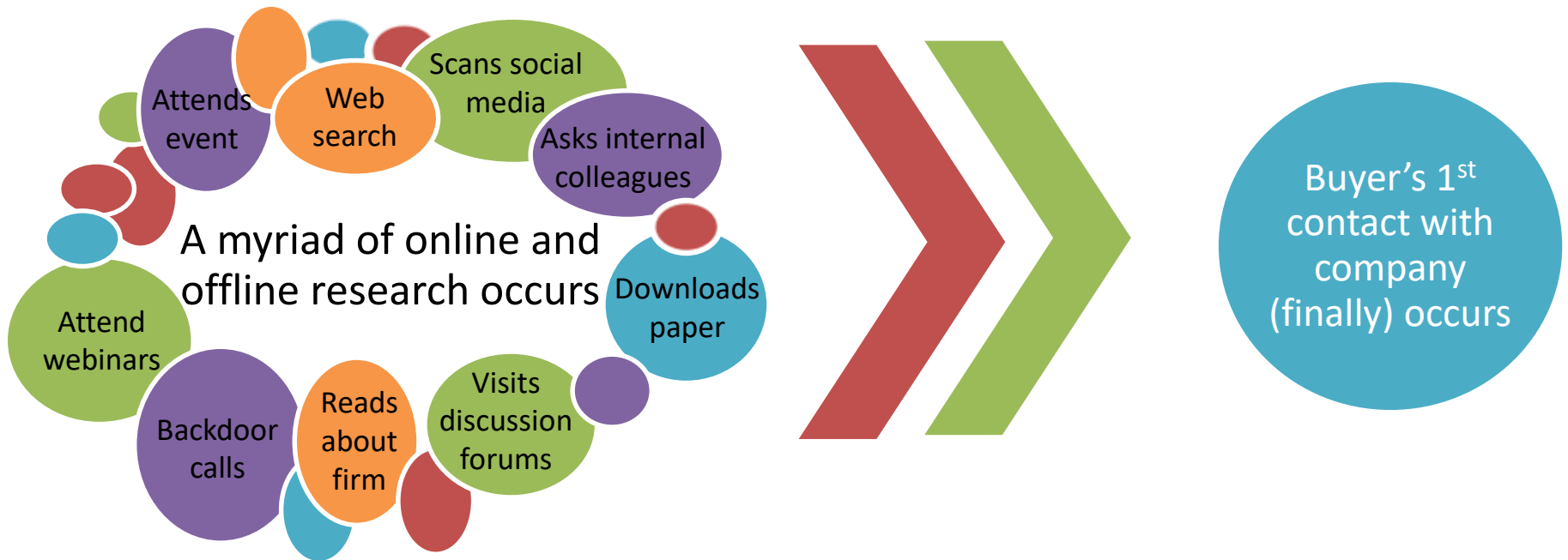
Post-sale: Assign an account manager/ team to service client

- Customers don't always reach out
- Account team proactive on their schedule and not always at client point of need

Ongoing support

- Costly phone and onsite support
- Majority of support calls are low-complexity and frequently repeated

The Modern Customer Journey





All the time, the buyer and customer is king...
From the pre-sales experience straight through to post-sales engagement.

- High expectations
- Short attention span/ competing factors
- Every interaction counts

The Opportunity For Change

From Chaos

Episodic Contact

To Consistency



A high-angle, wide shot of a modern, multi-level shopping mall. The mall features glass railings on the upper levels, which are decorated with festive garlands and lights. The ground floor is brightly lit with warm yellow lights, and the upper levels are also well-lit. Various shops and displays are visible, including a shoe store on the upper level and a clothing store on the ground floor. The overall atmosphere is festive and modern.

Awareness

Options, ideas, research and education




Awareness: The First Stop On The Customer Journey

The awareness phase of the customer journey is one of the most critical periods because the buyer hasn't entirely solidified what she is looking for.

- The business requirements are evolving, the problem being solved for can be fuzzy
- The buyer often can't (yet) determine how to differentiate possible solutions
- Self-directed research is the starting point – both off and online
- The buyer frequently uses the research period to further educate on the problem and refine the requirements

Meet Emma, our customer journey avatar!

She's already hitting the books, engaged in awareness phase due diligence.



I need to find a range of firms to consider- I can't overlook anyone right now!

The goal during the Awareness Phase is to identify a broad list of possible options that **have repeatable success** solving the problem with their product or solution, is **within general project parameters** (budget, timeframe, standards) and, most importantly, is **trustworthy**.



Online Communities Can Help Advance The Awareness Phase

HOW: Community is frequently a find-able point of entry for prospective customers due to SEO & social selling footprint

HOW: CRM captures opportunities to follow prospective customers through the buyer journey

HOW: Early exposure to richness of products, services and customer engagement

74% of survey respondents strategically use their communities to create content to drive organic search traffic.

50% plan to use their communities to engage prospects earlier in the sales process.

*Get it Together: Why You Need An Online Community.
A Market Report by Get Satisfaction September 2014*

Well-run Online Communities Advance Trust-Building

16 KEY ATTRIBUTES TO BUILDING TRUST

Edelman Trust Barometer research reveals 16 specific attributes which build trust.

These can be grouped into five performance clusters listed here in rank order of importance.



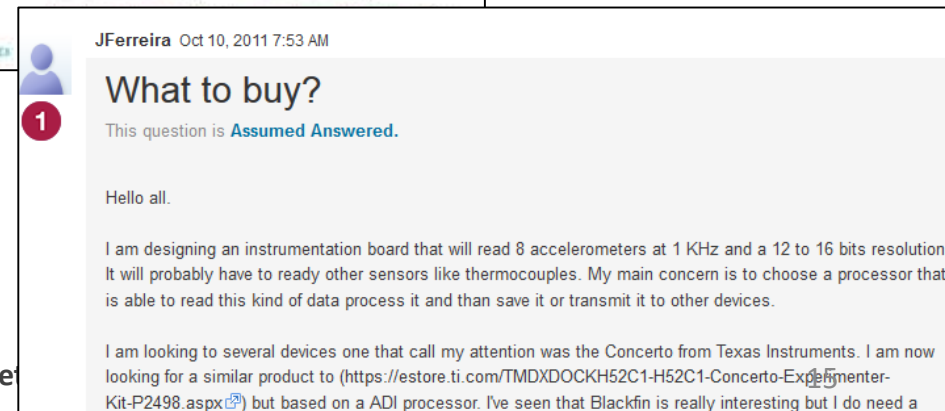
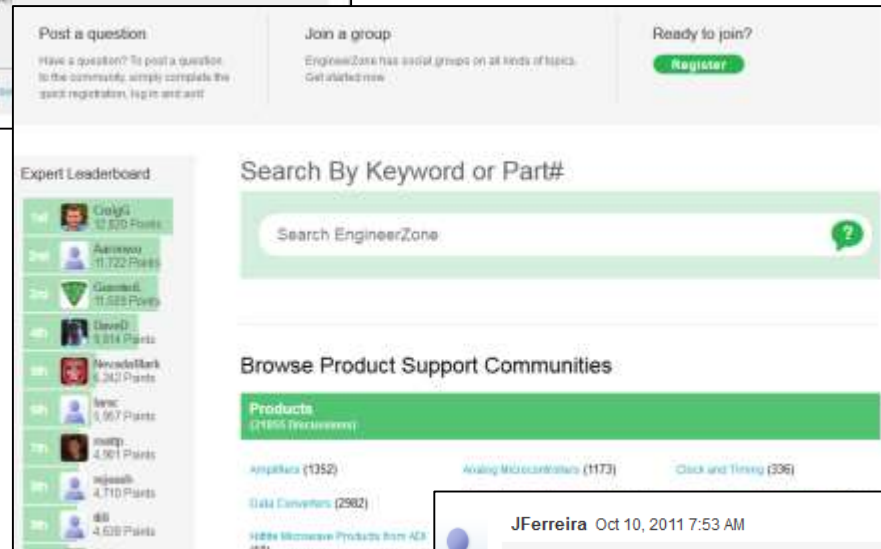
Areas where online communities play an important role

Examples of Community Supporting Customer Awareness

Website signals strong customer support to prospective buyer

Community content enables prospective buyer to learn about specific products and services

Customer journey leads to evaluation: asks question and receives helpful answers





Evaluation



Evaluation: Where the Rubber Meets The Road

The evaluation phase of the buyer journey is marked by the prospective buyers need to winnow the options and closely examine the product or service offering in detail.

- The buyer reaches out to sales at this point. If it's a high-cost or strategic purchase, she uses peer-connections to make introductions. If it is a low complexity or low cost purchase, she will often use a web form or phone.
- After select exploratory meetings, the buyer often uses their top candidates to develop a RFP or purchase criteria.
- Detailed capabilities, price, location, industry expertise, references, analyst advisory, peer-referral, customer references, range of services, cultural fit and personal bias all play a role in the evaluation period.

Emma's Goal During The Evaluation Phase

Ok, now I need to share a short list with the group to evaluate. Who should I knock off the list?



- The buyer's goal during the Evaluation Phase is to **eliminate most of the firms** surfaced during initial research from the awareness phase in order to focus deeply on the chosen few.
- This is the point where the **buyer team is expanded** and new influencers are starting to learn about the firm through independent research and education activities (Awareness stage).



Community's Role In The Evaluation Phase

HOW: Provides on-demand answers to buyer questions from the firm and their customers

HOW: Community establishes and sustains trust in the company through responsiveness

HOW: Community accelerates point of contact with sales

How: Differentiate the brand with a collaborative experience

65% of 1,000 consumers surveyed said they've cut ties with a brand over a single poor customer service experience.

[2014 Parature State of Multichannel Customer Service Survey](#)



OF SURVEY
RESPONDENTS
SAY COMMUNITIES
PROVIDE BETTER
CUSTOMER SERVICE.

Get it Together: Why You Need An Online Community. A Market Report by Get Satisfaction September 2014

Evaluation Examples

The screenshot shows the Hootsuite Community Forum interface. At the top, the Hootsuite logo is on the left, and navigation links for HOME, CATEGORIES, and ABOUT are in the center. A blue 'NEW POST' button and a search bar are on the right. Below the navigation bar, the breadcrumb 'Community Home // All Questions' is visible. The main content area features a question titled 'Multi account set up for a social media marketing company' with a 'QUESTION' tag and 'UPDATED 12 MINUTES AGO'. The question text is 'I am starting a small business social media marketing company and want to know if I can use hootsuite to manage my customers social marketing with one pro account'. The question is by Tim Crouser, posted 12 minutes ago, with 1 post and 0 likes. To the right of the question are two buttons: 'ME TOO' and 'FOLLOW'. Below the question, there is a 'Related Conversations' section with a link to 'Adding company social media accounts' by Vicky Laird, 5 months ago, with a last reply by Whitney S. 5 months ago. The interface includes social media sharing icons and a 'Sign In' link.

The screenshot shows Tim Crouser's profile on the Hootsuite Community. The profile header includes the name 'Tim Crouser's profile' and a search bar. Below the header is a profile picture of Tim Crouser, his name 'Tim Crouser', and the text 'Joined November 04, 2014'. To the right of the profile picture is a badge that says 'Multi account set up for a social media marketing company (Hootsuite)'. Below the profile picture is a section titled 'stars received' showing 0 replies, 1 team, and 1 reply followed. The profile also shows a list of communities Tim Crouser is following, including 'Hootsuite'.

12 minutes after joining the Hootsuite Community Tim Crouser posted a question about their “pro” account. Within several hours he had multiple answers from the Hootsuite community. The Hootsuite community has 16k members and is devoted to connecting users and answering their questions.

1st Purchase





The Customer Journey After The 1st Purchase Is Made

The phase of the customer journey post first sale is an exciting one! They finally are able to experience all the riches your company has to offer to them.

- **The newly minted customer is excited – the awareness and evaluation period is often fraught with confusion, doubt and internal politics but they have championed a decision and are ready to dive in.**
- **This is a delicate period because expectations are extremely high and the learning/experience curve can be steep.**
- **This is the start of the deep relationship building activities and their exposure to your company will expand to include many others from your firm. This is the point where firms often lose control of the customer experience journey.**

The Customer Journey: After Emma's 1st Purchase

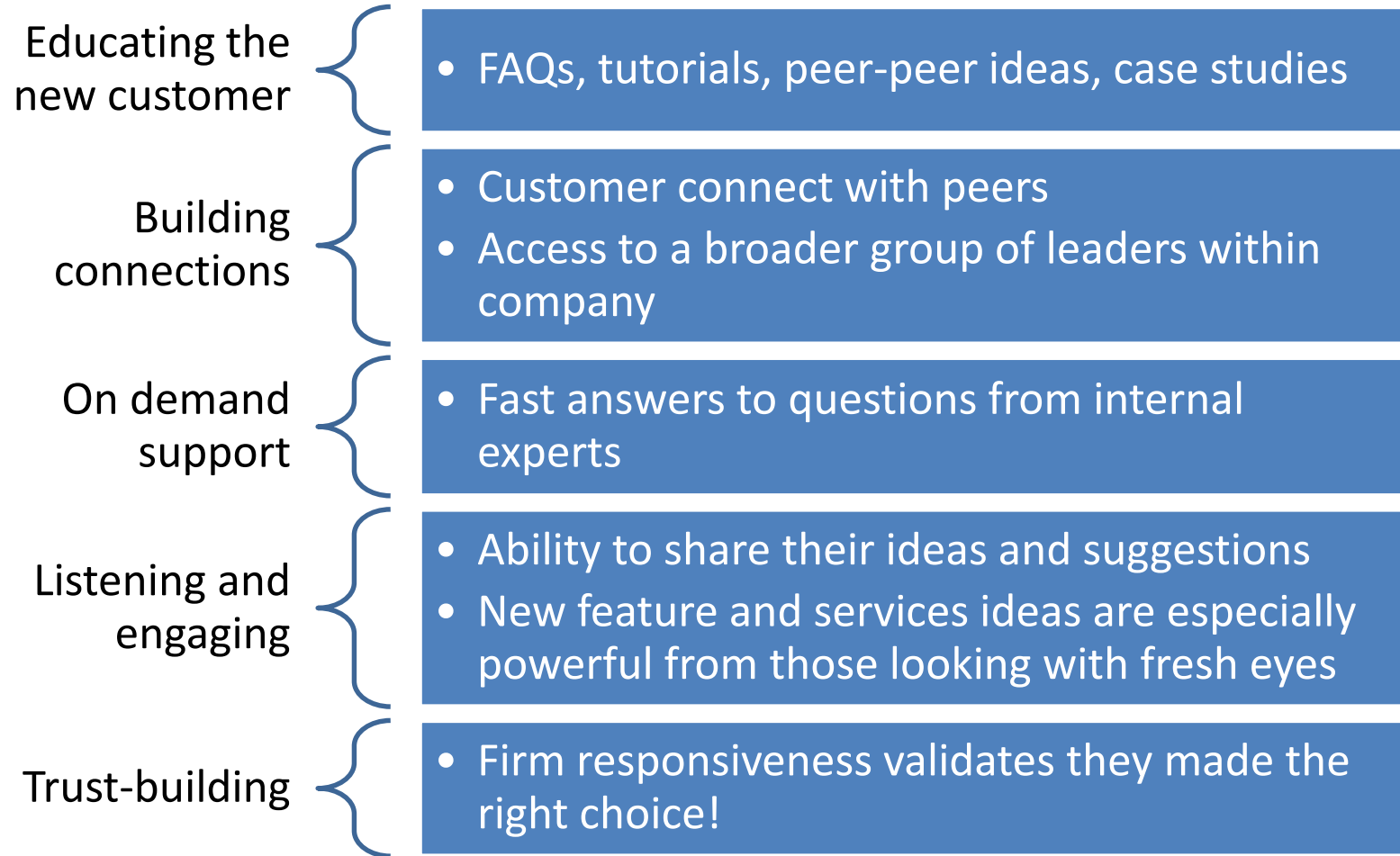


So excited to get started!
I need to learn, connect
and do as much as
possible quickly to get this
project off the ground.

The customer goals – engage **quickly** with the product or service offering, **meet** other customers to learn more about their success, **connect** with more people at the firm as they need relationships to succeed, **prove** to their firm that they made the best decision.



How Online Communities Help the First Time Buyer




Examples Of New Customers Using Online Community To Get Their Needs Met

yoot #239 <

AV Forum Member

Posted 10 October 2009 - 09:09 PM

 Member
22 posts

I just ordered HD Gold (getting it monday!!). I am a new customer and I was wondering does the IQ2 come with an HDMI cable or do I have to buy one?


I am a new customer and I am very impressed

I am a new customer and I am very impressed with your SmartTech's patience, kindness and knowledge of the computer world. He is respectful and well mannered. Your company will surely grow and move forward with employees like him.

A single google search on the term "I am a new customer" and "Forums" yielded **over 131,000 results.**

CUSTOMER SUPPORT COMCAST

I am a new customer and i was supposed to get service in 2 days and they gave me an appt a

 **Dale Coffing**

"I wanted to get in touch since I am a new customer and I really haven't had the need to contact you. I started a little over 4 months ago and I just wanted to say everything works. You all are a great example of how a service should work in that it simply works and I never need contact you. I know that seems like "so what?" but for the excellent pricing that SherWeb offers I must say I was a little hesitant to use you at first. Since I use a Windows Mobile 6 phone it was important to me to have an Exchange 2007 server so that the awesome new and additional features would be available to me on my phone. Thanks for being so good that I never need to call yet I know you are only phone call away if needed."

used to get service in 2 days and they keep calling they keep putting on hold for I called to get quotes from wow and they told install my cable by tomorrow ..

taylor st baristas

finely crafted coffee

Retention

1 FREE
COFFEE



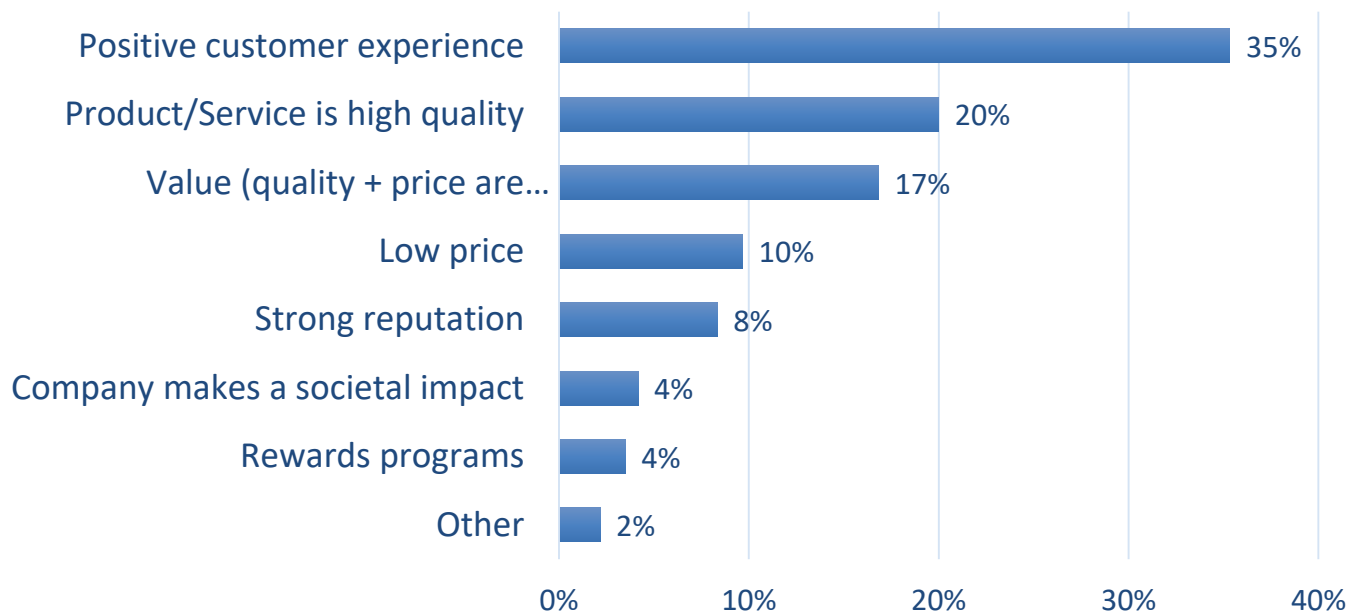
The Retained Customer's Experience

The renewal phase for existing customer whose contract or service agreement is up for renewal is a critical decision-point for both the customer and the company.

- At this point, the customer looks back – emotionally – as well as logically at their experience over time.
- They factor in the success of the project or purchase, the internal sentiment, and their customer support level.

What Retained Customer's Value Most

What are the events or factors that cause you to be "loyal" to a company, that is you continue using that company as opposed to actively seeking other options? (fill in)



Source: The Social Consumer Study – DiMauro & Bulmer, SNCR Press 2014 – <http://slidesha.re/1wwgwpU>


63% Of Survey Respondents Say Community Gives Them The Means To Collect Ongoing Voice-of-customer Insight.

47% Of Survey Respondents Say Community Helps Provide Feedback On New Prototypes Or Beta Products Before They're Released.

Get it Together: Why You Need An Online Community. A Market Report by Get Satisfaction September 2014

Satisfied Customer = Repeat Customer and Evangelist

Emma is THRILLED.



I love this company!
They meet all my needs.

I've got to tell Sam about this firm, he's looking for a solution and I know they can help.

The [satisfied] customer goals – to **validate** their choice was superior, to **deepen** their relationship with the firm through additional contracts and services, and to **share** their success story to gain additional PR and marketing value for their firm.

How Online Community Helps Retain Customers

How: Give customers a platform to tell their success story

How: Connect customers to other customers who are advanced, experienced

How: Communities enable on-demand learning to progress their use of products and services

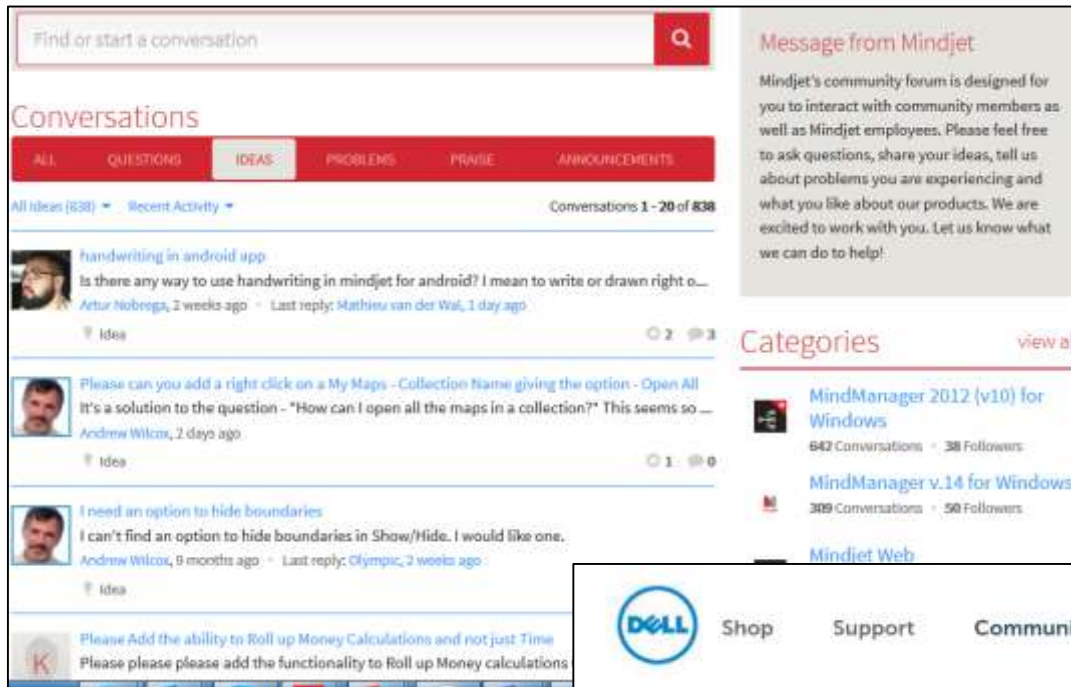
How: Connect customers to additional products and services the firm offers

How: Enable experienced customers to request new products, services and features

74% of B2B firms surveyed believe their communities have helped to significantly improve their knowledge of their customers.... And **57%** believe communities help prevent churn and increase up-sell opportunities.

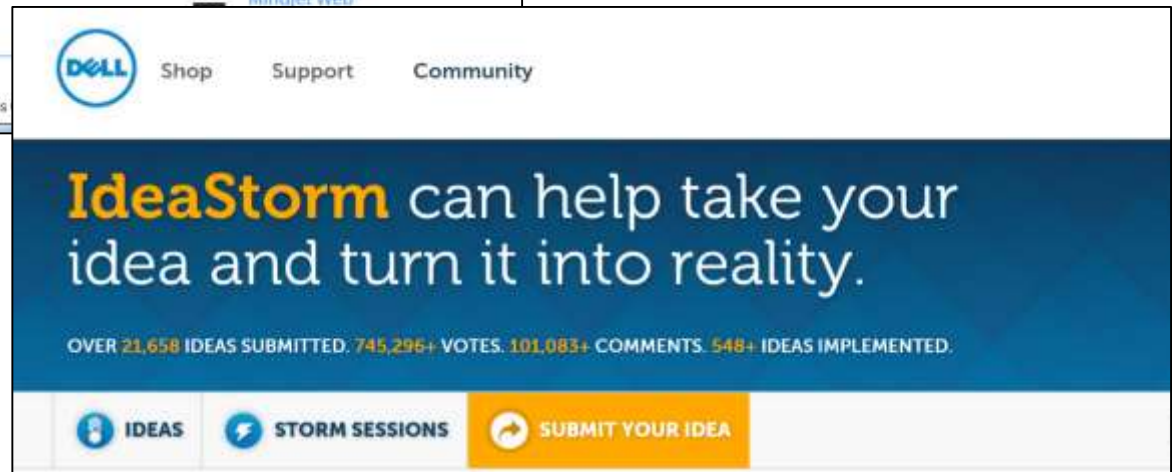
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The Community Feedback Loop



Mindjet members brainstorm on capabilities for Mindjet products.

Dell's IdeaStorm has gathered over 21k ideas and implemented 548+.



Access To Information & Conversation Across The Customer Lifecycle

ALL

ALERTS & FAQ

DEVELOPMENT & CUSTOMIZATIONS


INTERNATIONAL ASSISTANCE

PRODUCT FEATURES

PRODUCTS

Sugar 6.5

871 223




- Display Labels Gone! Loss of Key Functionality
- ceteams causes blank screen in Version 6.5.18 (Build 1110)
- What does \$focus mean?

View all conversations >

Development Best Practices

772 205




- How to design a custom view/field to display two sugar fields at once?
- How can I set the default filter when I override_panel_top
- Issue when extending RecordView or RecordListView from multiple Modules

View all conversations >

Sugar 7

765 193




- Is there a way to Monitor Marketo Soap Requests and Responses?
- Ability to modify Quote line items in Sugar 7 Mobile App
- Add a Group By Week option in reports

View all conversations >

Studio & Module Builder

380 130




- How do we upload leads that are companies instead of having a first and last name which are required?
- How to add the ID field to the Accounts list view?
- How to set website field as mandatory if a field has a particular value?

View all conversations >

Integrations


353 64



- Is there a way to Monitor Marketo Soap Requests and Responses?
- ceteams causes blank screen in Version 6.5.18 (Build 1110)

General Administration

276 32




- Elasticsearch is not working in 7.2. How should I investigate this?
- UX test: What do the menu alternatives mean?

How Praise and Sales/Marketing Opportunities Can Go Hand-In-Hand

Our community is a great place to share and connect with other people that are passionate about the same things you are. Get your questions answered, share your ideas and feedback, get your problems solved, and give back by helping others! It only takes a minute to get started.


GET STARTED TODAY



Conversations

[ALL](#)[QUESTIONS](#)[IDEAS](#)[PROBLEMS](#)[PRAISE](#)[ANNOUNCEMENTS](#)

All Praise (3) [Recent Activity](#) ▾




[Running with Sugar Pro and could not be happier!!!](#)

Currently have 20 Agents in Sugar Pro and we will launch into our entire consumer direct pl...

[eric@areu62.com](#), 3 weeks ago · Last reply: [Alex Nassi](#), 3 weeks ago

♥ Praise 4 1




[SAP SugarCRM Integration - Success Story](#)

Hi, We have always come across situation where larger enterprise question whether SugarC...


[Shailendu Verma](#), 8 months ago

♥ Praise 1 0



[Thank You for Your Contributions!](#)

As we transition from our vBulletin forums to the new community, I wanted to take a mome...



SugarCRM Mobile Version 2.3 Released!

We have officially released SugarCRM Mobile 2.3! You can review what was included in this update through the following release notes:[Suga...](#)

Message from SugarCRM

Here are a few posts to get started with using our new community:

- [Community Guidelines](#)
- [Thank You for Your Contributions!](#)
- [How to Post a Request for Help That Will Most Likely Get a Response](#)
- [Known Issues With Our New Community](#)

Praise from existing customers = opportunity to share information about new products and services.

The Opportunity for Executive Buy-In

Lead this horse to water, and he drinks!



- The Customer Journey approach is resonating with customer-centric leadership. Using it to frame discussion about the efficacy of community builds the business case around topics that resonate with senior management such as ROI, and retention.
- In each phase of the journey we'll answer the question HOW does community help? These answers translate to talking points for gaining executive buy-in.

Helping Executives See The Power By Aligning Needs with Success Measures from Community!

Example tracking metrics

Marketing Executive needs to raise awareness of products or services

- % increase in requests for information via online community
- Visibility of company, products, services or thought leaders
- # of views, # press mentions, growth in social shares, increase in organic search rankings

Sales Executive needs to increase sales

- # leads generated by community
- # sales made through community store (if applicable)
- # of product or service brochures downloaded on community

Support / Product Executive needs to support and delight customers

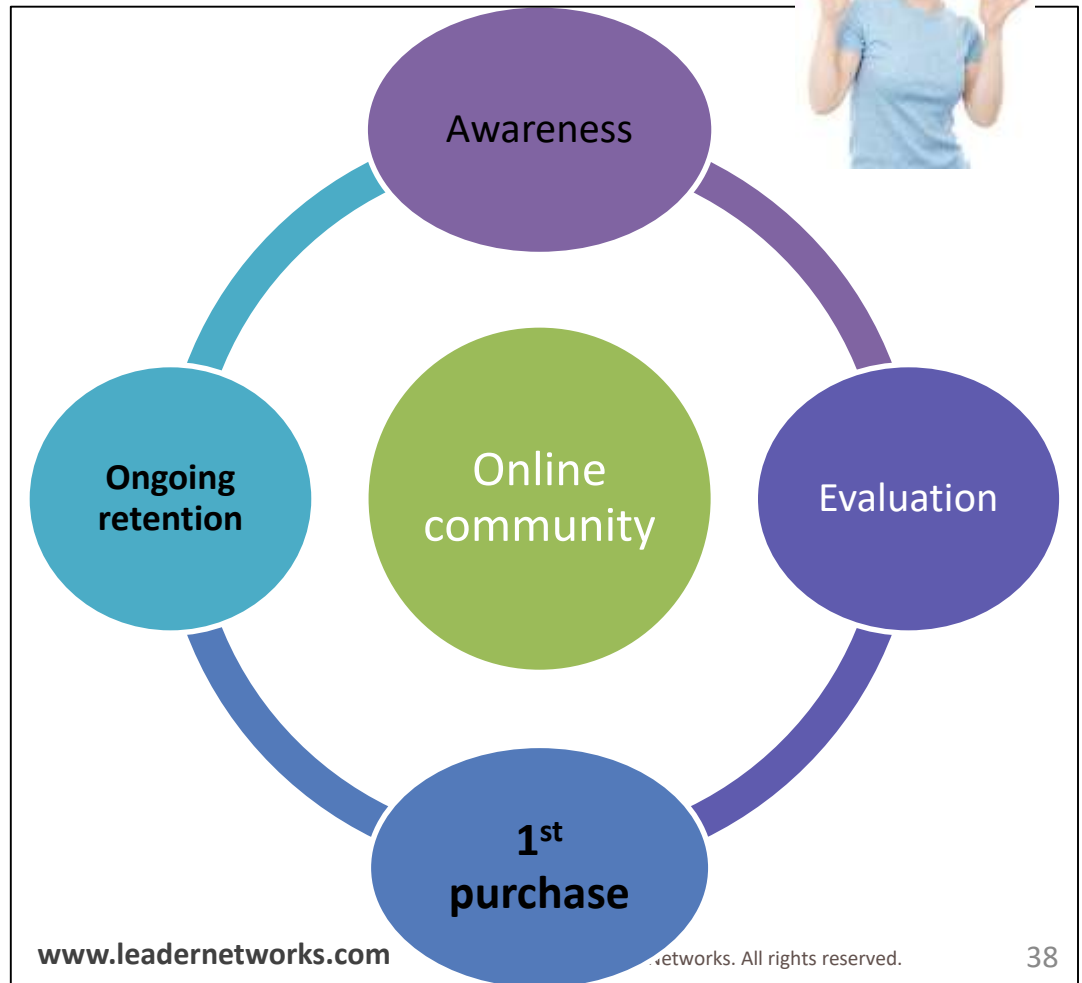
- # of questions asked in community
- % of questions resolved
- # of calls deflected
- % reduction in low-complexity calls in call center
- # of questions answered online
- # of new product or service ideas
- % increase in speed to resolution
- # of new products or services surfaced in community

Journey Complete! What happens when community is at the CENTER!

From Chaos



To Consistency



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