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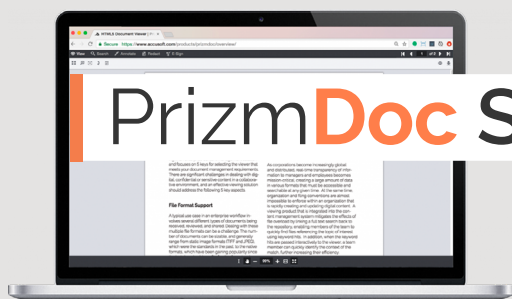## FUEL CYCLE
by pasenger®

CASE STUDY

Passenger's Community Platform Sees Major Growth with PrizmDoc Cloud

Companies know that a positive customer experience is a crucial element in retaining business. Some use market research firms to better understand the needs of consumers, but Passenger sought a more direct way to help client organizations learn more about their core customer base.

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Overview:

Passenger thus created Fuel Cycle, an online community platform to help some of the world's leading brands engage with current and prospective customers. It gives users a voice, and helps firms gain better insight into consumer needs and tendencies. Passenger sought an overarching solution that would meet the needs of this vast community base.

"

I know there are cost savings here because my team has spent no time in quality assurance or development. We saved a lot of time and money by partnering with Accusoft.

"

\- Kevin Owens
   Chief Product Officer at Passenger

Challenges:

Within the Fuel Cycle community, brands receive feedback on specific content. For example, brand moderators upload PDFs or Word documents, and community members share their opinions on the product, advertisement, or promotion being presented.

"We looked at some self-hosted Java libraries, and also hosting through Google Docs, but nothing was quite right," said Kevin Owens, Passenger's Chief Product Officer.

Many types of files are shared within the community. PrizmDoc Cloud helps by providing a document viewer with a wide range of file format functionality. In addition to text files, PrizmDoc Cloud displays an array of image files, aiding industries from construction to medical imaging.

Results:

"We went with PrizmDoc™ Cloud. That way, we don't have to worry about software updates," said Owens. "It works on mobile as well. Fuel Cycle's top priorities are global scalability and added customer support, both of which are handled by integrating PrizmDoc Cloud into the community."

Fuel Cycle relies on PrizmDoc Cloud to provide Fortune 500 clients like Mastercard and Hertz with solutions to help bolster their online communities. As the viewer becomes further involved in the platform, clients learn more about the needs of customers.

The use of PrizmDoc Cloud, in fact, has helped the Fuel Cycle community grow exponentially. And for Passenger, the lack of worry and lost development time – as well as dependability and ongoing new releases – are huge benefits from its investment in PrizmDoc Cloud.

"I know there are cost savings here because my team has spent no time in quality assurance or development," Owens said. "We saved a lot of time and money by partnering with Accusoft."

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About Passenger

Passenger, with home offices on both coasts, is a global private online community provider that helps companies interface directly with their customers. Its broad base of corporate clients participates in these communities to establish relationships with consumers and create an atmosphere of trust.

About Accusoft

Accusoft is a software development company specializing in content processing, conversion, and automation solutions. From out-of-the-box and configurable applications to APIs built for developers, we help organizations solve their most complex content workflow challenges. Our patented solutions enable users to gain insight from content in any format, on any device with greater efficiency, flexibility, and security. Learn more at www.accusoft.com.

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