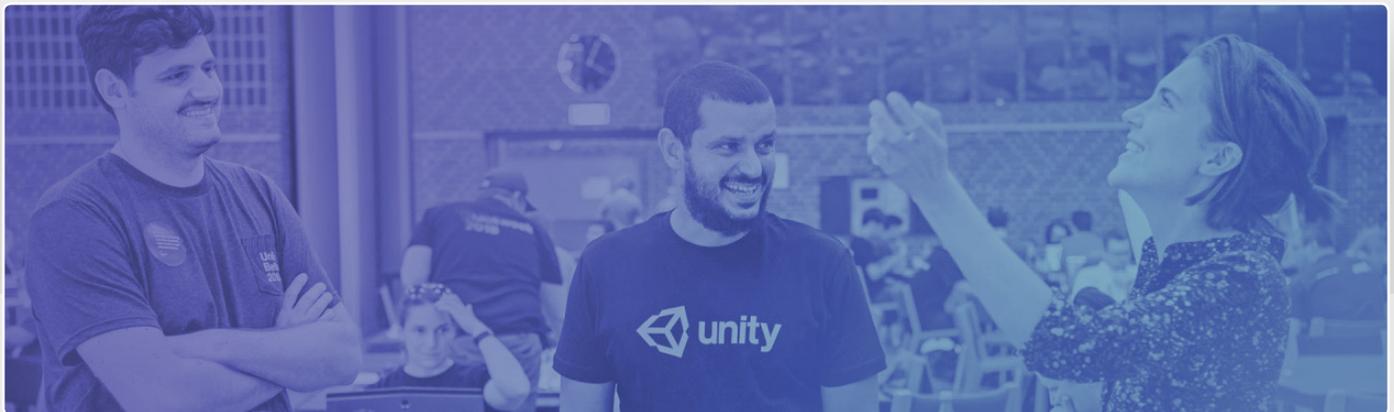# Offering Community Support at Scale

Unity Technologies grows its community engagement 800X over with help from AnswerHub.

As the number of developers on Unity Technologies platform exploded, it faced a challenge — how to engage and assist developers without expanding the support team.

Unity Technologies is the creator of the world's leading real-time 3D development platform, giving developers around the world the tools to create rich, interactive 2D, 3D, VR and AR experiences. Experiences made with Unity reach nearly 3 billion devices worldwide.

"We wanted our developers on a community solution that allows them to help answer each others' questions,'' says Matthew Pruitt, Head of Global Community & Social Media. "Plus, we wanted a solution that integrates with other developer tools and, most critically, could scale as we grew.''

With the AnswerHub solution, Unity developers are releasing games at a faster pace than ever before. Features such as the knowledge base, expert assistance through the community, and a place where feedback on projects is given in real-time has helped Unity become the engine that powers over half of all new mobile games.

"AnswerHub has helped our developers become more productive,'' says Matthew Pruitt. "It's particularly helpful in building trust for new users because they can learn from experts and adopt the platform more quickly.''

Customer Details
Enterprise software/game development platform

Business Results
Unity's community grew from 2,000 to 1.7 million users without needing additional support staff.

"As we have consolidated and unified our develop ecosystem AnswerHub has been the strategic partner we needed to bridge tools and workflows,'' Matthew Pruitt says.

Supporting a Small Developer Relations Team

The Unity developer relations team is lean, so they wanted the community to self-manage, with users helping to answer each other's questions. The forums were overwhelmed with repeat questions and threads that were time-consuming to moderate. Unity was not interested in using a social site as a basis for its community because Unity wanted to build its knowledge base and keep the proprietary learning.

The developer relations team didn't want to throw out the existing answers. It wanted everything to live in a well-organized, searchable knowledge base branded to Unity standards. After switching to AnswerHub, it started with the Q&A format. Unity gradually layered in other features such as product ideation and expert identification to expand its community strategy. One of the aspects of AnswerHub that Unity particularly likes is the ability to integrate with other developer tools to create a unified developer ecosystem.

AnswerHub's solution is flexible and extensible with a robust set of APIs and SDK tools to integrate into developer workflows. In addition, the solution provides:

Site Structure and Configuration

A rich tagging system and advanced search feature allows Unity to handle their full range of user issues in one location. A site navigation guide and FAQ provides hints and tips for finding content quickly.

A Knowledge Base

Support teams create a knowledge base of most frequently asked questions, tagging the best answer. This is particularly helpful for onboarding developers faster.

Ideation

Unity's product team can prioritize feedback it receives from community developers to streamline the company's roadmap and shorten time to market for new features.

Analytics

AnswerHub's advanced analytics help the Unity team understand what their users are searching for and if they are getting responses and solutions within defined SLAs. They can also examine site, content, and user analytics to determine what content is the most viewed, who is contributing and where they most often go for help.

The community receives six million page views per month, with a return rate of 78%. "As we have consolidated and unified our develop ecosystem AnswerHub has been the strategic partner we needed to bridge tools and workflows,'' Matthew Pruitt says.

About Unity Technologies

Technologies is the creator of a flexible and high-performance end-to-end development platform used to create rich interactive 2D, 3D, VR and AR experiences. Unity exists to democratize development, solve hard problems and enable success – three core values that are the driving forces of Unity's adoption by millions of creators.

About AnswerHub

AnswerHub is a developer engagement and community solution. Our software enables companies to meet their product development and support objectives with their own developer ecosystem. The world's most developer-centric companies trust AnswerHub to engage developers around their products.