



AS INSIDED, A LEADING VENDOR OF ONLINE COMMUNITY AND SELF-SERVICE SOLUTIONS, WE ARE USING OUR OWN COMMUNITY PLATFORM TO ENGAGE WITH OUR USERS AND PROVIDE QUALITY SUPPORT.

Success and growth of software companies is highly dependent on product adoption and service quality. Users need to get value from their product, those who don't are more likely to churn. Leading companies use communities platforms to engage with their users and provide support.

At inSided, the community is a central hub that contains all relevant content for optimal product adoption such as manuals, knowledge articles, technical documentation, feature requests, idea sharing, case studies and announcements. It also enables customers to engage with peers such as other customers, product experts and customer success managers.

### Scale support and customer success

The community is designed to be the first point of contact for customers. When knowledge is not yet available the customer success & support managers at inSided make sure to share new knowledge, tips & tricks and best practices via the community. This creates **continuous expansion of the knowledge base** driven by customer demand and makes **customer service more scalable**. Over 90% of customers already participate in the community.

### Self-service

**Support tickets decreased** since the community was implemented. For 50% of customers the community became the preferred channel within a year. This is especially true for generic questions that are mostly covered in the Get started & How-To's section, which functions as the **knowledge base**. But also for best practises from experienced users, who are happy to share their insights and provide **peer-to-peer support**.

### Increase product adoption

inSided **aligns the product roadmap with their customers' needs and desires**, whilst gathering continuous feedback on the product and features that have already been delivered. Customers can suggest features, and they can vote for others. Around 40% of ideas for the inSided roadmap are suggested in the community. **70% of customers say the community helps them in getting the most out of their platform, which ultimately increases product adoption.**



#### Product adoption

70% of customers get more value out of their platform thanks to the community



#### Customer engagement

90% of customers are engaging regularly through the community



#### Scalable support

For 50% of our customers, the community is the main service channel

*"The inSpired community allows me to collect product feedback in one central place. As customers are in direct contact with peers and with the product team at inSided, feedback is weighted, more precise and easy to follow-up with." - Customer Success Manager at inSided*