TOMTOM

Peer-to-peer support for a better customer experience

TomTom is the world's leading provider of in-car location and navigation products and services. Founded in 1991, TomTom is today a multinational, global brand, selling products in more than 40 countries.

Yet as TomTom's sales and product suite have grown, so too has the volume of support requests it receives. In addition to submitting support tickets on a 24/7 basis, from all over the world, TomTom's customers came to demand online support resources - which the company recognized it would struggle to deliver scalably.

The company moved to manage all of these challenges by **building a rich and vibrant customer community on its website, in three languages: English, French, and German**.

What gave TomTom the confidence to set up a user community was its customers' advanced technical knowledge. In third-party online forums, the company saw customers discussing its products, helping each other with product advice, and offering suggestions for potential product improvements. By setting up its own community, TomTom was able to help its customers more effectively, gather feedback on its products, and direct more traffic to its online store. Keeping TomTom on an owned platform also provided SEO benefits, as about three-quarters of community traffic comes from search engines.

Today, TomTom's community is a trusted source of peer-generated content. And its customers are eagerly reading and sharing each other's solutions: **The community now receives 3.5 million visits each year from people who are seeking help and soliciting advice**.

750,000+
members

4,000+
registrations per month

12,000+
questions answered

> " *Organizations integrating communities into customer support will realize cost reductions ranging from 10 to 50%.*
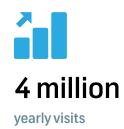
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Reduced support costs

On the TomTom community, customers help one another by answering questions and sharing product tips. This customer-to-customer support not only aids shoppers who want to learn more about TomTom's products – it also serves to deflect contacts to TomTom's more expensive support channels such as phone and email.

In just the first two weeks after launch, community members handled 20,000 cases and saved TomTom €50,000. And over time, enabling its customers to provide each other with peer-to-peer support **has reduced TomTom's support call volume by more than 25%.**

To date, **the company has saved millions on support** thanks to the involvement of its community. In addition, TomTom now has a direct line to its customer base that generates a constant stream of valuable product feedback. The company even uses hidden community subforums to conduct product beta tests.

To ensure that the community functions as intended, TomTom's community manager, moderators, and support staff structure content, intervene if members violate community guidelines, and maintain personal relationships with community "super users".

These efforts are helped by **the integration between the company's CRM system and inSided's moderation platform**. If a customer asks about services or orders, a TomTom employee can look up the relevant information using the customer's account details. Community posts are also integrated into the customer service pages of TomTom's corporate website and users' My TomTom accounts, further boosting the reach of the content that TomTom's customers generate.

4 million
yearly visits

25%
call deflection

30
customer 'super users' generating 26% of the total content in the community

> 66 *We quickly found that the inSided platform was highly appealing because of the possibility of creating and managing different language communities, the cloud hosting that enabled scalability for growth, and their local, friendly and experienced support.*

Yaser Heda, VP Customer Care. TomTom

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Seamless migration to a scalable cloud platform

TomTom migrated its community to inSided's industry-leading SaaS platform to better manage both the content its users were contributing and its internal workflows.

In addition to a highly scalable, Amazon Web Services-powered hosted environment, inSided offered TomTom **a comprehensive professional services suite - a dedicated customer success manager, ongoing training, and regular reviews of the processes TomTom has in place**. This expertise was a key differentiator of inSided's community offering and **helped TomTom increase community activity by 25%**.

During the migration process, inSided conducted the necessary design work, added new community features, organized several community management workshops, migrated content and user data, and completed quality assurance testing. Using feedback from super users in the TomTom community, inSided refreshed and refined the community's design. And the moderation environment was completely revamped for TomTom's community team.

The inSided Data Import Suite (IDIS) was used to seamlessly migrate TomTom's customer data. This set of tools is capable of migrating from a number of platforms - including Lithium, GetSatisfaction, Oracle RightNow, and vBulletin - while keeping content taxonomies intact and ensuring a consistent experience for community users.

As traffic is key for growing a community, IDIS also takes care of all SEO-related matters, including the redirection of existing traffic from old to new URLs. For TomTom, a migration script was written to map data from the previous community database to the inSided platform database. **This resulted in a smooth migration for TomTom, which activated its new inSided community with all of the data from its old community and no loss of SEO traffic.**

Interactive integration

allowing users to search forum content from the TomTom corporate website

Secure information transfer

via ISO 27001-certified platform

Scalable cloud architecture

powered by Amazon Web Services

Succesful migration

from the Lithium community platform

inSided Community Platform

The cloud-based inSided platform delivers an enterprise-grade solution to build, integrate and manage branded customer communities across digital touch points and devices.

On community pages, customers engage with each other and your company, get an overview of all relevant information and can browse new or popular topics related to your brand and products. Content can futhermore be embedded on your website, on your support pages and in your product using plug and play widgets that provide your customers with relevant information when and where they need it.

Q&A forums

Give your customers a place to ask questions, get relevant answers, and engage with each other and your company

Ideas & surveys

Improve products with research and feedback (surveys, ideas, news, tips & sweepstake submissions)

KB / FAQ content

Build a knowledge base as you go, and serve out the most relevant content using machine learning and AI

True SaaS

| Content Intelligence | Gamification | Moderation | Analytics | API | SSO & social authentication | CRM integration |

Technology is just one click away. Success is not.

Success is much more than just the right technology. As your dedicated partner, it is a mindset for us. Success is about a great kick off, continuous growth, focus on ROI and creating a world class team with thorough experience. Use our proven approach to ensure you get all essential knowledge and support, in every step of the way.

We help you to start and show success within 6 to 12 weeks

We help you to grow your platform and continue to deliver value

We help you set ambitious yet achievable goals and show ROI

We help you to build and train your team, and learn from peers

Drive real, measurable impact

The inSided platform will help you improve user engagement and increase product adoption. It enables an efficient CSM and support organization while keeping service levels high, and improves retention. Our customers typically see 15-25% reduction of support costs, 10-15% higher NPS scores & customer advocacy, and 8% reduction in churn. Visit insided.com for more information.

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