

# inSided Success Approach

We make your community work



**INSIDED**

**A community platform is just one click away.**

**Community success is not.**

# Community success is a choice.

Go for success. Be the hero, lead your organization on its transformation into a social business.



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

Realize immediate community growth with an active userbase within 6 to 12 weeks.



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

Continue growth and turn your community into a source of value for your customers and your organization.



**We help you set ambitious yet achievable goals and show ROI**

Show value and ROI and secure internal support and resources.



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

Build a world class community team, keep them trained, get proactive advice, support and insights.

# We are not just a community platform. We are inSided, committed to building community success.

Community Platform & Community Success Approach

100+

inSided communities  
implemented

95%

exceed planned  
business outcomes



“inSided has great customer focus. Acting as a true partner, willing to go the extra mile.”

Kenneth Refsgaard, Sr. Manager Digital Care Sonos

# Realize success in 6 to 12 weeks

## First content

Create traffic with relevant content

Insight in most relevant content areas based on goals and customer interests by analysis of current interactions.

Content calendar with priorities, planning, owners and first pieces of content to get the community started.

## Starting traffic

Boost traffic with channel integration

Integration with potential traffic drivers, including search, web, contact center, app, shop, existing social media.

Search engine optimization to increase organic traffic.

## Develop users & advocates

Engage with early users

Practical advice on engaging activities with potential (super) users, moderation tactics and user activation in order to increase members, engagement and activity levels.



**“I’m really satisfied with the inSided cooperation. Their excellent development team and project manager delivered before our deadline.”**

Clive Millington, COO TomTom



**“inSided is very committed during onboarding.”**

Liesbeth Brouwer, Project Manager Online Service KPN Zakelijk

# Ensure community health and continuous growth

## Health checks

Measure key health indicators

Insight in community health on indicators like activity, users, sentiment and benchmark comparison.

## Actions to stay on track

Practical advice and insight on impact

Practical advice on the right actions and insight on impact based on inSided best practices.

## Extended impact

Clear areas for growth and next steps

Clear areas for growth and continuous growth initiatives to drive ROI, like integration on product pages, co-creation and marketing communities.



**“Best vendor partnership ever.”**

Kenneth Refsgaard, Sr. Manager Digital Care Sonos



**“I would like to thank the inSided team for their commitment. We appreciate the hard work to make it happen. They have gold in their hands ... and brains!”**

Nicolas Vanmechelen, Digital Strategy Manager VOO

# Realize clear value and maximum ROI

## Clear strategies and goals

Strategy sessions

Ambitious yet realistic goals, guided by our community performance benchmarks.

Regular strategy sessions for management to determine next level.

## Close tracking of ROI

Proactive monitoring and business reviews

Proactive monitoring of community performance, including deep analytics and business impact.

Regular executive business reviews to discuss progress and define next steps.

## Benchmark against peers

Analysis and corrective actions

Detailed insight in community performance and comparison to other brands on eg visitors, peer to peer support, sense of community.

Root cause analysis and advice on corrective actions.



**“I’m 100% satisfied about working together with insided. They are a strong partner on both strategical and tactical levels. I’m also happy with their always critical eye.”**

Marc van den Boom, Social Media Manager SNS Bank



**“We are proud of our community and the results achieved.”**

Paul Mutsaers, Manager CX Rabobank

# Build a world class community team

## Extended knowledge & skills

Sessions, trainings and knowledge transfer

Sessions and trainings to share deep knowledge to build community success, and access to the inSided knowledge base with strategic recommendations, practical how-to articles and on-demand instructional videos.

## Advice & support

Dedicated customer success manager

Analysis of community, strategies, objectives and activities to further optimize your community results, realizing ROI and bringing both your community and your team to the next level.

## Insights & trends

Join inSided activities, learn from peers

Webinars, inSpired conference, customer community, pilots, evaluations, joint research, informal meetups and Innovation Lab to determine roadmap together with customers - sharing knowledge and experience with 100+ inSided customers ([watch video](#)).



“It’s very inspiring to work together and exchange thoughts.”

Youssef Sammar, Community Manager T-Mobile



“We talked about how the project is going and it has been a really great day.”

Justin Haines, Customer Service Director OVO Energy



# Results of our customer approach



\$4M annual savings on service costs  
20% of customer contact handled  
1M answered questions per year  
25 customer experts



\$1.3M annual savings on service costs  
1.6M yearly visitors  
60% peer to peer support



\$4M annual savings on service costs  
50% peer to peer support  
+10% SEO value after migration



Increase of 18.2 NPS points  
25% Customer helps customer  
22K members, 42K comments,  
3400 topics



NPS +19 points  
15,000 engaged participants  
350 research projects performed by  
the community



25% annual savings on service costs  
30 customer experts  
5 million yearly visits  
83% peer to peer support



40% of customers served by the  
community  
6.5M yearly visits  
85% of traffic via organic search



48% peer to peer support  
2M yearly visitors  
82% traffic via organic search

# What customers say about working with inSided



"I am really satisfied with the cooperation with inSided. Agile processes combined with a professional attitude resulted in a smooth migration."

Clive Millington, COO TomTom



"Best vendor partnership ever, because of the pleasant, informal and flexible way of working."

Kenneth Refsgaard, Manager Digital Care Sonos



"Procurement uses the project of migrating the community to inSided as an example project: delivered very fast within 2 months, within budget and overdelivered on expected results."

Sandra Vets, Senior Project Manager Proximus



"I would like to thank the inSided team for their commitment. We appreciated the hard work to make it happen. A special highlight to the Support team who treated our requests, issues & bugs very fast and with high quality."

Nicolas Vanmechelen, Digital Strategy & Operations VOO



"inSided delivered an even better implementation than what we had before!"

Thomas Pel, Social Innovation Manager KPN



"I'm 100% satisfied about working together with inSided. They are a strong partner on both strategical and tactical levels. I'm also happy with their always critical eye."

Marc van den Boom, Social Media Manager SNS Bank

# True partnership

Community success is a joint effort. Every single day we learn from our customers. Their feedback makes us go the extra mile. We improve by learning, continuously striving for the best.

Joined researches

inSpired! Community

Community Success Book

Evaluations

Publications

Pilots

Roadmap co-creation

Projects

Celebrations

Customer Success Manager

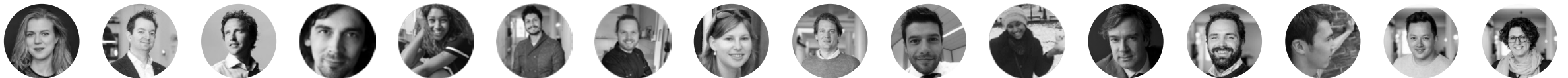
Innovation Lab

Informal meetups

Success cases

Joined rewards

Benchmarks



# What's next

Get started by simply providing us with the following:

Subdomain, email  
address and SSL  
certificate

Tracking code for  
analytics

Styleguide

Optional:  
Single Sign On,  
header & footer  
include



**INSIDED**

Amsterdam | New York | Berlin | London | Madrid

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