inSided Company Overview

Help your customers get relevant answers

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Self-service is the future

Many of your customers will have questions when they buy or use your products. Getting them the right answers quickly will increase conversion, satisfaction and repurchase. With inSided, your customers will get answers that are relevant, high quality and instantaneous. Wherever they are, and whenever they need it.

According to Forrester, companies are facing two challenges today:

'72% of all customers don't want to contact companies for support, and 50% abandon their purchase journey if the answer they are looking for is too hard to find.

The inSided platform for self-service and commerce provides your customers with relevant answers right where they need it. Answers that come from experts in your community, stored in a social knowledge base, optimized by artificial intelligence.

Offer your customers relevant answers when and where they need it

Your customers are looking for information when buying or using your products. Over 70% of customers use Google to find an answer and the rest go to your company's website or app. So it's essential to provide your customers with relevant answers wherever they need it. The benefits of this approach include (on average):

| 5-8%	20-25%	NPS +18	5-10%
Increase in conversion and order value	Reduction in customer service costs	Improve customer experience	Increase in organic website traffic
Customers who get advice from other users are more likely to buy and will spend more.	Customers get quality answers from experts and don't have to contact your service center.	Quality advice and service from other customers improves the overall experience.	User-generated content from customers ranks high in Google and drives extra traffic.

How does it work?

inSided offers a product for online customer service, that you can easily put on your website and in your apps and where your customers can ask questions. Get your customers quality answers, quickly and in a very efficient way. Answers are provided by your own customers. This gives you scale at low cost, and credible, quality answers. Build a knowledge base on the fly by sending customer questions to agents or to other experienced customers.

Their answers are stored in a knowledge base (social FAQ). If the same question comes up again, it pulls the answer from the knowledge base. Use this for customer service, where customers get quality service at low cost. And also for commerce, where user generated content drives traffic and conversion. By doing so you will create relevant content to fuel future bots, voice and messengers.
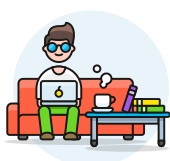
Prospects and customers can ask questions, on your website & apps

Use AI to find contextual smart content from your knowledge base
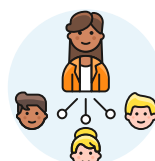
If no answer exists, route questions to the best available experts

Display expert answers and store in knowledge base

inSided platform for self-service & commerce

Create thriving communities in efficient and effective ways – with minimal reliance on IT – to reduce costs, build trust and strengthen customer relationships.

The cloud-based inSided platform for self-service & commerce delivers an enterprise-grade end-to-end solution to build, integrate and manage branded customer communities across digital touch points and devices.
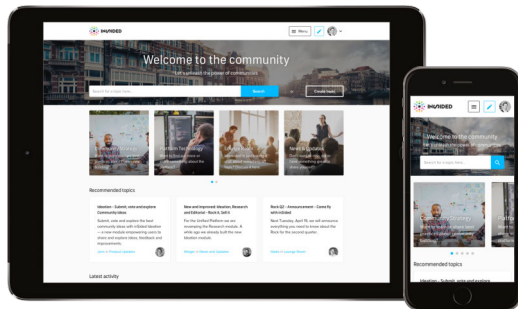
Community pages
Where customers look for information and experts engage
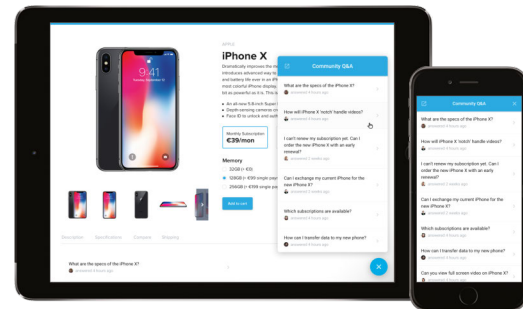
Embeddable widgets
Relevant community content integrated into your website and mobile apps
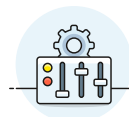
Platform engine

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

Provide relevant answers to your customers, wherever they are

With inSided you generate self-service content in a scalable way, which can be reused across all channels.

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

Advice from your own community
Activate & motivate your customer experts to answer within minutes

Conversations everywhere
Enable customers to ask questions and get answers on all your channels

True SaaS with automatic updates
Future proof with continuous automatic updates and UX improvements against zero costs

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Community pages

Customers find relevant answers from your community of customers right where they need it – on your website and in your apps. On top of this, the inSided platform offers community pages where customers engage, have an overview of all information and can browse new or most popular topics. The community pages have a major impact on SEO as those pages are indexed by search engines and user generated content ranks highly because it's up-to-date and relevant. On average, 60% of all users come from organic search. The majority of those users continue to your web pages, looking for more information or visiting pages of your shop.

Community content can have different forms – Q&A's, surveys, ideas and articles – depending on the topic and customer preferences:

| Q&A forums	Surveys	Ideas	Articles
Provide your customers with a place to ask questions, give answers and engage with each other	Combine communities and traditional research tools to engage customers for open or closed research	Enable users to give feedback in the form of ideas, news, tips, stories, sweepstake submissions, or articles	Enrich community information by publishing information that educates, entertains, and engages

Provide answers on your website with embeddable widgets

Customers are looking for answers when buying or using your product or service, while browsing your shop pages and while on your website or in your app. With embeddable widgets you provide those customers with relevant, community-sourced answers.

Provide answers from your community at your product, service and shop pages, making use of the embeddable widget of your preference – conversational or in page. The embeddable widget is a turn key module that contains embed codes to place community content in your website pages. The widget will automatically find related content to the page and you have the ability to select and push content to a page or group of pages, without any IT resources.
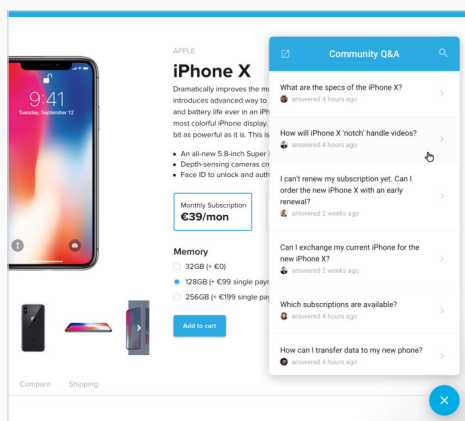
Conversational widget
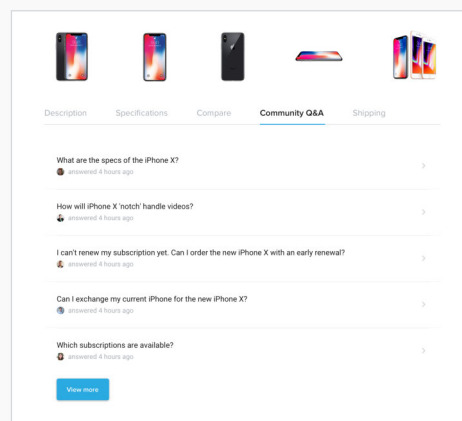
In-page widget

The right technology is just one click away. Success is not.

Success is much more than just the right technology. It is a mindset for us and we are your dedicated partner. We know 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 towards success.

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 & 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

25%
TOMTOM

25% call deflection, 5M yearly visitors, global support in 3 languages

20%
T··Mobile·

20% of customer contact handled via community, €2.5M/year call deflection

+19pt
Rabobank

NPS +19 points, improved products, service and loyalty

+10%
PHILIPS

10% more products recommended, 6% higher brand preference

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

"I'm really satisfied with the inSided cooperation. Their excellent development team and project manager delivered before our deadline."

Clive Millington, TomTom

"inSided is very committed during onboarding."

Liesbeth Brouwer, KPN

We are inSided

We provide your customers with answers right where they need it. With inSided you combine advanced AI with the human power of your own customer community. Use inSided to ensure that your customers get relevant answers, in a highly scalable and efficient way.

We are represented in offices worldwide, including Amsterdam, New York, Berlin, London and Madrid. Amongst our clients are:

"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, SNS Bank

"We are proud of our community and the results achieved."

Paul Mutsaers, Rabobank

Key facts

Founded	Employees	Offices	Investors
2010	70+	Amsterdam - New York - Madrid	Ventech, henQ, Fortino Capital

Let's have a conversation.

inSided helps forward-looking companies to improve their business. Interested in how we can grow yours as well? We would love to hear from you.

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