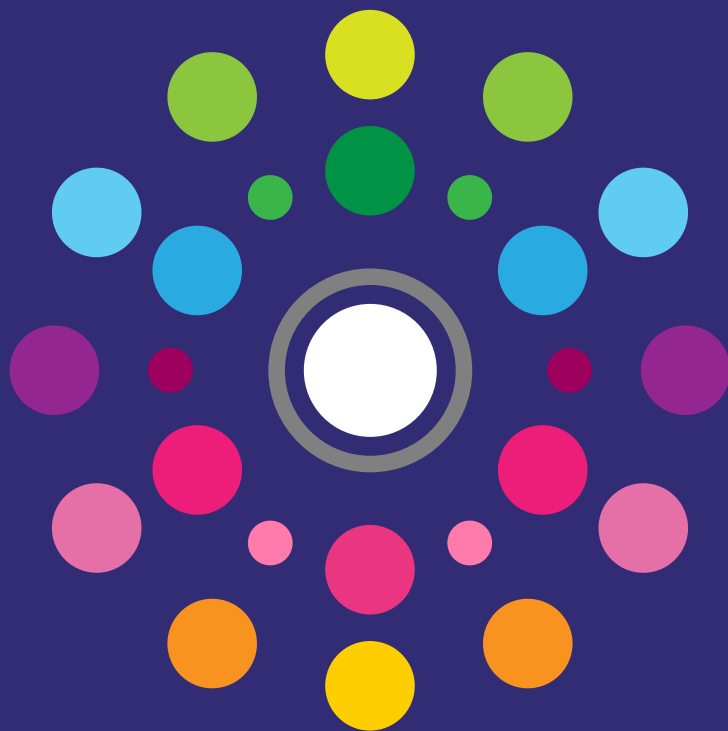


inSided Platform

FEATURE OVERVIEW



Discover why inSided is the best
community platform to fit your needs



hello@insided.com

www.insided.com

[@insidedmedia](https://twitter.com/insidedmedia)

inSided platform features

The inSided platform for self-service and commerce provides your customers with relevant content right where they need it. On your product, service and shop pages, on your website and in your apps. And it builds a social knowledge base on the fly using community generated content combined with AI, serving out best available answers. This makes it a scalable, cost efficient, highly effective and future minded way to deliver an excellent customer experience.

Email sales@insided.com to get access to the inSided Community Platform RFP template.

Feature index

- [General community, security & deployment features](#)
- [User management](#)
- [Community integration & SEO](#)
- [Content types](#)
- [Moderation & analysis](#)
- [Modification & branding](#)
- [Gamification](#)

General community, security & deployment features

Your general community features cover the basic functionality of what you need your community to do for you. Basic communication, security and notification functionality - which all vendors should be able to provide.

General community features

Set community access	Ability to make the community accessible only to logged in visitors or all visitors
Flexible community structure	Ability for moderators to define the community structure by creating and arranging categories and category groups
Basic community functionality	Visitors can vote / like and respond to topics
Private messages	Ability for users to send a private message to another user or moderator
Subscription / messaging	Ability to subscribe to a topic or category in order to receive updates on new replies
Live search	Increase the chance of finding the right content / answer by suggesting content when using the search functionality
Rich file types	Ability to upload and attach files in .pdf .zip, .xml, .txt, .csv, .doc/docx, .xls/xlsx, .ppt/pptx, .png, .jpg to community content

Globalization

Multi language	Possibility to support clients in their own language
Local compliance	Ability to disable the uploading of media to be compliant with local law
Global moderation	Ability for moderators and community managers to collaborate intercontinentally

Spam filter

Basic spam detection	Ability to filter spam based on community sentiment/vocabulary
Advanced spam detection	Availability of self learning spam detection based on machine learning and natural language processing
Spam correction	Ability to correct false positives and negatives
Multi-language support	Ability to support spam detection in all languages which are supported by the community platform

Deployment model

Deployment model	Platform is deployed in the cloud and provided as a service and automatically scales up on peak traffic
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Data security

Comply with key standards	Company is officially certified for the ISO/IEC 27001:2013 standard on information security management. Hosting provider is officially certified for the ISO/IEC 27001:2013 standard on information security management.
Regular audits	Company is audited yearly on the performance and reliability of the Information Security Management System by an external and objective IIOC member inspection firm.

Content types

When you're selecting a community platform vendor, ensure you won't be limited when it comes to the different types of content you and your users are able to create and host. Different people learn and absorb different information in different ways, so make sure your platform is going to support rich, user-generated content.

Questions and answers

Create questions and answers	Users can create questions and answer these
Organize questions	Ability for a user to link a question to a category
Notification	Ability to receive email notifications on new questions or replies
Mark as answer	Ability to mark a reply as the answer by the user who posted the question or by the moderator
FAQ creation	Ability to create FAQs based on popularity of a question

Discussion forum

Create discussions	Users can start a discussion
Organize discussion in categories	Ability for a user to link a discussion to a category
Notification	Ability to receive email notifications on new reactions
Highlight discussions	Ability to highlight discussions by making it sticky on a category page

Articles / blog

Create blog posts	Moderators can create articles and blogs
Comment on posts	Ability to leave comments on a blog/article
Social sharing	Ability to share a blog/article on social media, based on open graph data

Ideas

Ask for ideas	Ability to proactively ask for ideas on different community pages
Vote on ideas	Ability for community users to vote on ideas
Indicate idea status	Ability to set custom labels for ideas indicating the status of an idea
Show top ideas	Ability to show top ideas on different community pages

User management

Single sign-on is now a hygiene factor for registration-based platforms, and users expect a smooth and easy to use experience from start to finish. Keep an eye on the user management functionality your potential vendors offer and make sure you won't be offering a sub-par community experience.

Registration and authentication

Register and login	Ability to register and login from within the community application or using SSO
Registration token	Ability to provide a registration token for registrations to a private community
Support SSO standards	Ability to use SAML2.0, OAuth2, and OpenID standards for SSO authentication
Support social login	Ability to use Facebook and LinkedIn for SSO authentication
Link with CRM	Ability to automatically register on the forum using CRM or SSO. Ability to connect with a CRM application during login and registration.

User profile and permissioning

Avatar	Ability to use an avatar / profile picture for users in the platform
My environment	Ability to extend community profile into the my environment
include / exclude	Ability to limit participation for specific user groups
Follow	Users can follow and unfollow other users
Personalization	Personalize content streams and pages based on user role

Moderation & analysis

Competent moderation is the lifeblood of a effective community, so make sure you're setting your staff up for success with a platform that gives them the management tools they need - moderation views, clear workflows and the analytics to review what's working in the community and what needs to change.

Moderation workflow / curation

Flexible view of topics	The moderator tool has a default view that shows all topics and can select from this: all unanswered topics, all reported, all new etc
Moderator assignment	Show moderators who are assigned to a topic
Workflow	Ability to moderate and collaborate with an unlimited amount of agents. Ability to collaborate with other agents by queuing topics on urgency, SLA, expertise

Content analysis

Analyse posts and other content	Ability to report on sentiment analysis and content insights for the benefit of other departments like Marketing, Product Development, Customer Service, etc.
Reporting	Ability to provide stakeholders data reports based on tagged/annotated community content

Reports and analytics

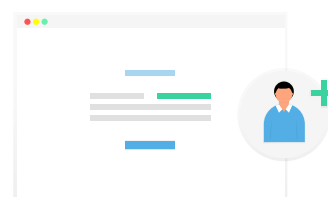
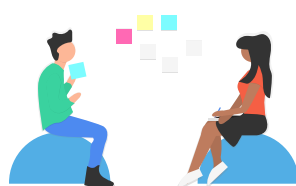
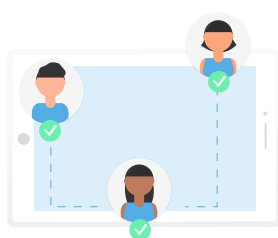
Key stats and trends	Availability to display a visual analytics dashboard in the community management tool, with charts and trend lines, on key statistics and trends: topics, comments, views, users, activity
In-depth reporting	Detailed reporting, eg on answered / unanswered questions
Integrate with 3rd party reporting	Ability to integrate Google Analytics as an external analytics tool to get an end-to-end view of community impact

Gamification

Gamification is a vital element of strong and dynamic customer communities. In order to create and maintain a thriving space, community managers must find ways to incite user engagement. Gamification triggers this engagement by creating moments of user gratification which hook community members to keep coming back for more. Features such as user badges, interactive polls and displaying user ranks and roles are perfect for this.

Gamification

Create ranks and roles	Ability for a moderator to create/manage a rank / role through an administration console - without programming
Automatic ranking	Ability to automatically give a user a rank / role / badge based on community activity
Custom icons and badges	Ability to define an icon for a rank that will be displayed on the users avatar
Notification	Ability to send a notification when a user receives a rank / badge / role
Display ranks and badges	Ability to show the last earned badge in a user's avatar



Community integration & SEO

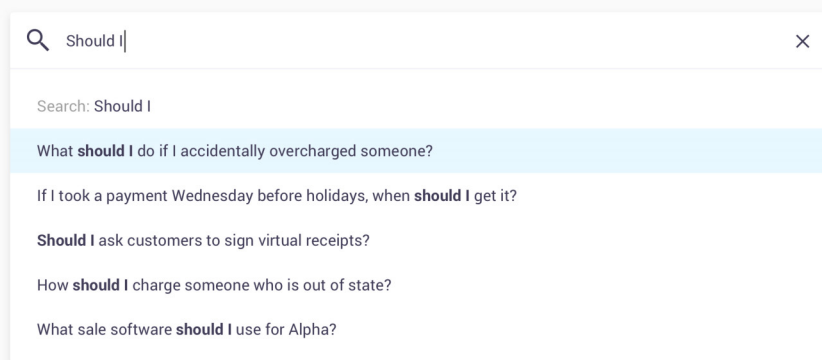
Your customer community can become a serious traffic driver for your brand. Strong search engine optimization (SEO) on community content combined with integrating your community content across your other existing digital channels will help you to increase traffic to your community. Effective SEO on your content will ensure you rank strongly for brand and product related keywords on Google. Integrated community content will provide a seamless user experience and meets customers right where they are. Make sure you select a platform that incorporates these capabilities.

Integration in channels

Embeddable widgets	Integrate community content and engagement in company website, without programming
Customization	Customize the appearance and content of the embeddables
Social channels	Ability to show community content on other digital channels, pages or blogs.
REST API and webhooks	Integrate community content and statistics in websites and apps and get updated proactively about events, members and content

Organic search optimization

Ensure high ranking in Google	Highly effective community ranking and content recognition, interpretation and adaptation by Google. Integrate with Google Search Console / Google Webmaster Tools for optimal web crawling results and data analysis. Support Open Graph metadata for community pages to provide automated crawling context to Facebook, LinkedIn, Google and Microsoft
Optimize pages for search	Optimized header and page structure semantics within community templates for optimal page crawling and ranking results
(Sub)domain support	Ability to support custom (sub)domains within the client to host entire platform on

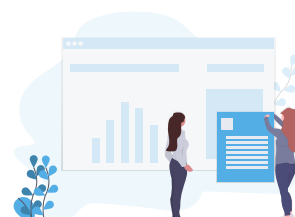


Modification & branding

While you don't want to pay through the nose for an entirely custom-built community platform, you still need to have some decent control over the look and feel of your community and make sure it sits in line with your brand guidelines. After all, this should be a seamless user experience for your customers, so take the time when assessing vendors to pick a platform that gives you the flexibility and modification you need - no developers required.

Community branding

Community branding	Easily change community branding (colors, button style, images, icons) from console, without any programming needed
Change layout	Change layout of home page and category pages from console without programming



Service offerings: is it a partnership for success?

A community platform is just one click away. Community success is not. A vital element when it comes to select the right community platform vendor for your business is ensuring that they take the right customer success approach and are committed to working with you not just to launch your community but to continue fueling its growth so you can exceed your business goals.

Here are four areas to focus on when considering the success services your potential vendors offer.

Getting your community started

Ideally, your vendor will support you with creating relevant, traffic-driving content and creating a content calendar optimized for fast growth. They'll be there to boost your starting traffic by integrating your community content across your entire digital presence like your webshop, app, social media and existing website. The perfect vendor will also lead you every step of the way to activating your first users and bringing them on board to become brand advocates.

- ✓ Initial content
- ✓ Starting traffic
- ✓ User & advocate development

Ensure community health and continuous growth

Once your community is up and running, that doesn't mean you want to be left high and dry. Look for a vendor who will continue to support you to make the right decisions - they may do this by performing community health checks (analyzing your community stats against industry benchmarks) as well as giving you clear ideas for growth and concrete actionable next-steps you can take to bring your community to the next level.

- ✓ Health checks
- ✓ Clear next steps
- ✓ Practical advice

Goal setting and benchmarking

Any community platform provider worth their salt will have a wealth of experience and insights about what makes a successful community. They should be willing to share their expertise with you and collaborate with your team to set ambitious yet realistic goals that are guided by their own community performance benchmarks. They should also be a proactive partner when it comes to monitoring and reviewing your community performance so that you can always report back to your management team a strong business case for the community.

- ✓ Clear strategies & goals
- ✓ Close ROI tracking
- ✓ Peer benchmarking

Education and training: build a world-class community team

The best vendors aren't just creating a successful community for you - they are upskilling and empowering you to do the same for yourself. Look for suppliers who offer in-depth training sessions as well as on-demand help content like how-tos and tutorials. Additionally, make sure you are partnering with a supplier who can offer you a dedicated success manager and a single point of contact when it comes to challenges or growth opportunities around your community. The best of the best in community platform suppliers stay ahead of industry trends and keep their customers fully up-to-date with digital sessions, webinars, innovation sessions and inspiring customer events.

- ✓ Skills & knowledge training
- ✓ Dedicated advice & support
- ✓ Peer insights & trends

So ... what's all this going to cost?

Alas, a community platform does not come free of charge. Of course, costs will vary from vendor to vendor, dependent on features, functionality, service and support, and whether you want to host your solution yourself or license a SaaS product.

Do not be lured by seemingly lower monthly or annual costs. When assessing your chosen suppliers on investment, make sure to take the total cost of ownership, or 'TCO' into account. Hidden costs of on-premise solutions, like hardware and software costs (dedicated servers, backups, etc), ongoing maintenance fees, one-off installation fees, IT hand-over costs, project management costs, updates, and security testing can run you so far over your budget you'll give yourself sleepless nights.

Custom development will increase your costs significantly. If you decide to go for a SaaS platform, ensure that you can get the configuration you're looking for within quoted costs, and that you won't run into unexpected high fees for modifications later on during the build. And of course, you'll also need to work into your calculations that great moderation tools will significantly increase moderator productivity, and therefore reduce the budget you'll need to spend on community management headcount - perhaps an investment with strong ROI in the long-term.

To find out more about the different community platforms available and to compare service providers and pricing, we recommend visiting feverbee.com/communityplatforms/. FeverBee is the leading impartial resource for all things online communities.

About inSided

The Community Platform Selection Guide is brought to you by inSided, a provider of leading edge solutions that help your customers find better answers to their questions.

inSided is an advanced community platform provider that helps brands leverage the power of the crowd to provide relevant answers, give quality service and improve customer satisfaction. With 100+ successful communities implemented, inSided customers typically see a 15-25% reduction of support costs, a 10-15% increase in NPS scores and customer advocacy, and an 8% reduction in churn.

Some of our happy customers

