

How SmartConX combined with CommunityConX and LanguageConX enables Microsoft to turbocharge customer engagement

Enabling powerful synergies between products and subject matter experts elevates value for the universe of users.

The Situation

Microsoft's Power Platform is a suite of business productivity applications, each of which has its own online user support community. Although having a dedicated support community for each product (Power BI, Power Apps, Power Automate, Power Virtual Agent and Dynamics) delivers great value to customers and partners, it also presented a challenge: users could only access content and subject matter experts about one product in each dedicated community, with little visibility into the other products and how they all work together.

Microsoft wanted a solution that would enable them to create powerful new synergies between the product communities, with the goal of helping customers understand how the applications they use can be complemented and enhanced by their sibling products. Given the interrelationships between the different products, they also wanted to amplify the knowledge and insights of the power users and subject matter experts in each community by creating a greater level of collaboration between them.



What used to take a week or more was accomplished in four hours with CommunityConX.

The Opportunity

The Microsoft Business Applications Summit (MBAS) offered an opportunity to test iTalent Digital's proprietary integration-as-a-service (IaaS) solution (SmartConX). MBAS is an annual event for Power Platform users to connect with power users, analysts and technical architects. After each event, the summit session recordings were made available on a dedicated website, but because it was not integrated with the different user communities, the content typically received a low level of engagement.

To start, Microsoft enlisted the help of iTalent Digital to upload and syndicate the MBAS content. iTalent deployed CommunityConX, a cloud connector for online communities driven by the SmartConX platform, to automate the bulk of the processes involved in uploading and sharing content. As a result, what used to take a week or more was accomplished in only four hours. Thanks to CommunityConX, iTalent Digital syndicated 220 sessions sourced from various platforms, including YouTube, SharePoint, Dropbox and others, onto not only the MBAS site but also to each of five user communities represented at the summit.

iTalent then worked with Microsoft to deliver an innovative cross-community collaboration solution using CommunityConX. Previously, content was siloed within individual communities. Now, real-time content can be seamlessly and bi-directionally shared across the communities to drive visibility and, most importantly, engagement between disparate community members.

Microsoft then wanted to extend the global reach of their content. Using iTalent's LanguageConX solution, the content is both syndicated and translated bi-directionally in near-real time between their English and Spanish communities, facilitating previously impossible connections between users in both languages.

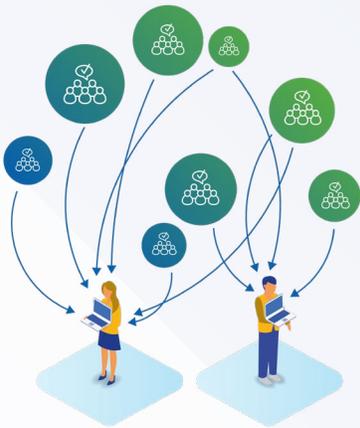


The Outcome

The fact that CommunityConX and LanguageConX can automate the syndication and translation of content – a traditionally manual and time-consuming process – means that for the first time, content posted on one property is also made available in all five user communities, in near-real time. This has boosted value so much that syndicated content is viewed and replied to 70% more than other content. Because users no longer have to visit a dedicated site to access the information, the level of engagement around the content has spiked exponentially. And, because the syndication and translation are synchronous and bi-directional, users across Microsoft's ecosystem can collaborate on the content without leaving their "home" communities.

Without CommunityConX

Surface content where you think the user might be.



Siloed content puts the burden on the customer to hunt for content in various places, possibly without ever finding it.

With CommunityConX

Surface content everywhere the customer chooses to be.



One view for relevant content, bi-directional collaboration, subject matter expert engagement, and visibility.

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A sustained increase in user engagement was experienced almost immediately.

The uptick in page views, visits and unique visitors was detected almost immediately in each target property. Within the first 30 days after deployment, content syndicated from MBAS represented up to 80% of all the traffic in their sections of the target properties, and generated an additional 87,293 page views, 38,170 page visits and 23,130 unique visitors in the same period. Because most (70%-90%) of this content contained information about more than one Microsoft product, users gained a more holistic understanding of Microsoft's suite of solutions.

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