

CASE STUDY

Improved CX and reduced costs by consolidating communities on Khoros

Executive summary

WHO	Fortune 100 tech & digital advertising company
GOAL	Gain community management synergies and efficiencies while improving CX
CHALLENGE	Siloed hosting and management of distinct communities caused a disjointed user experience, limited visibility of content, unnecessary complexity, and a heavy cost load
SOLUTION	Seamless migration to Khoros with a harmonized UX and centralized management
RESULT	50% in cost reduction of resources needed to manage the communities; dramatic increased monthly average users on migrated communities

Situation

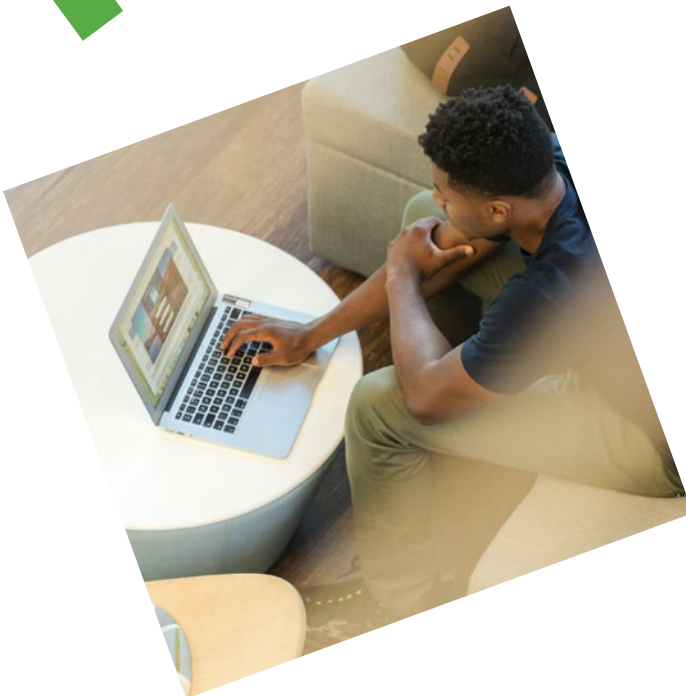
Our client manages a number of online communities to allow customers to engage with other users, self-support, and access subject matter experts and other resources related to its various products and services. Each of these communities was built on different engagement platforms.

- Two communities were on LumApps
- Two communities were on Discourse
- Another community was on inSided
- A sixth community was on Khoros
- A seventh community was built on Higher Logic Vanilla

Challenge

The siloed nature of these communities made it difficult for users to engage with the full ecosystem of the company's product resources since participation on each community required a separate login on a different property. This also meant that each community required its own management and support resources. This structure presented a number of issues:

- Incongruent UX across different properties
- Constraints on user access to valuable resources and subject matter experts
- Cost implications of needing multiple management and support teams for the various communities
- Complex ecosystem involving multiple technology platforms and protocols with varying integrations and user interfaces made routine updates and maintenance cumbersome



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Solution

Because iTalent is a premier Khoros partner with deep expertise on Khoros as well as extensive systems integration and platform migration experience, our customer chose iTalent to orchestrate and execute the migration of these communities to Khoros. The initiative launched with the migration of three communities to Khoros, with the subsequent migration of the remaining communities to Khoros taking place over time.

CONSOLIDATED INFRASTRUCTURE

Each community was moved to a subdirectory of the primary community, rather than a separate Khoros subscription. This structure enables several advantages:

- Cost savings from having one platform subscription rather than six
- Single sign-on for users: Users can navigate through all of the communities on one platform and one authentication
- Centralized management and support: now one team can manage all of the communities, rather than having a separate team of resources for each one
- More seamless and streamlined experience for users
- Better and easier access to valuable resources for customers

STREAMLINED MANAGEMENT

Our customer uses Khoros Accelerated Community Management. Khoros ACM is a centralized community management product that provides an automation framework and workflow engine in a single solution. It helps to make community management more efficient and scalable, allowing community managers to coordinate and manage a larger community user base and larger amounts of content, thus further increasing efficiency and lowering costs. Migrating the communities onto the same Khoros platform allows ACM's functionality to be applied to all of them to scale and streamline operations even further.

PROJECT MANAGEMENT

iTalent orchestrated numerous complex procedures to guarantee a seamless transition, starting with a detailed assessment of users, existing integrations, and content. iTalent also provided end-to-end project management.

DATA VALIDATION AND PREPARATION

As part of the migration process, iTalent applied artificial intelligence (AI) tools for intelligent identification and elimination of outdated, irrelevant, and otherwise non-essential content. This step served to "cleanse" the communities, ensuring the migration of only useful and meaningful data.

These processes were predicated on specific criteria that flagged certain content and users. Subsequently, the flagged content underwent a review by the community stakeholders to determine whether the content would be migrated as is, modified before migration, or excluded from migration entirely.

In all, more than 2 million messages from forums, technical knowledge bases (TKBs), ideas and groups were seamlessly migrated, as well as nearly 40,000 users (not including the seventh community, which was migrated after the publication of this case study).



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Results

- Reduction in management and support resource costs by 50%: now one team manages and supports all of the communities on the Khoros platform, down from five
- Centralized and streamlined moderation, management and oversight through Khoros ACM
- Reduced complexity and costs from having one community subscription rather than six separate ones
- Improved user experience from navigating all communities, content and resources from a single platform and single authentication instance
- Thanks to the improved UX, monthly active users (MAU) immediately increased on each community following its migration to Khoros. Between the initial migration of the first three communities and the subsequent migration, the number of unique community visitors increased by 60%. After the sixth migration, unique visitors increased by another 123%.



About iTalent Digital

iTalent Digital is a global woman- and minority-owned software engineering and full-service tech consulting company headquartered in Silicon Valley that champions the people side of tech.

It challenges the status quo and helps companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise community, personalization and unified search, data transformation and business intelligence, SaaS solutions, and change management.

Founded in 2005, iTalent Digital is one of Khoros's most established and capable global technology partners.

iTalent's Community Management Center of Excellence and our ISO ISO27001-certified and SOC2-compliant Engineering and Quality Assurance Center of Excellence, both undergirded by deep systems integrations and customer support expertise, deliver the highest quality outcomes for our joint customers.

iTalent's innovative work on the Khoros platform has earned us more than 20 industry awards.



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