



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

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TECHNOLOGIES
SUMMIT 07

Customer Community: Creating Value in Online Channel

Moderated by Andrew Hull,
Director of Marketing Operations

Panelists

- Bertrand De Vregille, Director of Worldwide Consumer Support, Pinnacle Systems
- Jon Mitchell, Director of Worldwide Customer Support, Logitech, Inc.
- Joe Cothrel, VP of Community Management Services, Lithium Technologies
- Shawn Schwegman, VP Online Marketing, VCommerce

The Emergence of Customer Communities

How would you describe or define a customer community?

The Emergence of Customer Communities

What trends, whether societal, market, or technological, do you think are contributing to the emergence of online communities?

The Emergence of Customer Communities

Are online communities just a fad or do they have lasting power?

Building a Customer Community

When is the right time to develop an customer community?

Building a Customer Community

Did you have a defined strategy, or was it an organic project?

Where you started building your customer community, where did you begin?

Building a Customer Community

How do you promote a customer community?

Building a Customer Community

How do you drive peer-to-peer support?

Building a Customer Community

Should the sponsoring business be involved in the forum?

If so, how much? Should they be involved as much as they are in other support channels?

Measuring the Value of Communities

What are the key metrics for measuring the value of a customer community?

Measuring the Value of Communities

Should businesses expect to see a ROI on their customer communities?

Or should it just be considered a cost of doing business?

Measuring the Value of Communities

How can organizations monetize online communities? Is it possible?

Questions?