

RIGHT
NOW[®]



A dark blue silhouette of a mountain range with three peaks.
S U M M I T 0 9

THE WHYS AND HOWS OF ONLINE COMMUNITY

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Your Customers Have Changed.

- ▶ More choices = more power
- ▶ Higher expectations
- ▶ Reliance on word of mouth

Your Approach to Customers Must Change.

- ▶ Gartner: By 2010, 60+ percent of the Fortune 1000 will use an online community to strengthen customer relationships
- ▶ Deloitte: 94 percent plan to continue investing in online communities – despite the economy

Why Online Community?

Support

- Enable customers to support each other

Innovation

- Crowd-source ideas for innovation

Loyalty

- Get customers to stay longer and buy more

Word of mouth

- Let brand enthusiasts super-charge your marketing

Success Stories

*Companies using
online communities
for business gain*

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A logo consisting of a dark blue silhouette of a mountain range above the text "SUMMIT 09".
SUMMIT 09



ThoughtWorks Studios

- ▶ Get help - FAQs, defect tracking
- ▶ Best practices - Template Exchange, Tips & Tricks
- ▶ Shape product - Feature Requests



community.thoughtworks.com

The screenshot displays the ThoughtWorks Community website interface. At the top, it shows the user is signed in as Adam Miller, with navigation links for Inbox, Favorites, Subscriptions, Admin, and Sign out. The main header features the ThoughtWorks Community logo and a search bar with a 'Go' button and an 'advanced' link. Below the header is a navigation menu with links for Home, Mingle, Cruise, Twist, Blog, and Spaces. A breadcrumb trail indicates the current location: Support Forum > ThoughtWorks Studios Comm > Mingle > Cruise > Twist.

The main content area is titled 'Twist Collaborative Test Automation'. It includes a sub-navigation menu with 'Summary' (selected), 'About', 'Members (128)', 'Spaces (10)', 'Search', 'Settings', and 'Admin'. A note indicates 'This is a public Product'. The page is divided into several sections:

- Welcome!**: A message welcoming users to the Twist customer resource center, mentioning the migration from a previous forum site and the availability of resources for logging defects and troubleshooting.
- Popular Topics**: A list of frequently discussed topics, including 'Accessing parent.selenium.browserbot', 'Uploading files', 'Selenium -log support', 'Twist + Eclipse Update Site issue', 'Secure Connection Failed', 'The web recorder and dropdown lists', 'ERROR: Problem capturing screenshot: null', 'selenium for ajax calls', 'java.lang.ClassNotFoundException:...', 'Twist behind a proxy', 'java.lang.OutOfMemoryError: OutOfMemoryError', 'Dialogs that still pop-up selenium.getAllWindowIds() only displays one value', 'Selenium recording', and 'Twist 1.1 - Support for Manual Testing'.
- Twist Search**: A search bar with a 'Go!' button and an 'advanced' link.
- Spaces**: A list of community spaces, including 'Announcements', 'Bug Reports', 'Event Calendar', 'Feature Requests', 'General Discussion', 'Selenium Issues', 'Troubleshooting Installation', 'Twist Answers', 'Twist Blog', and 'Twist How-To'.
- Recent Posts**: A section showing the first of five recent posts. The first post is titled 'Parallel scenario execution' by user 'deepak', posted yesterday in the 'General Discussion' space. The post content reads: 'I need to execute scenarios in parallel in different selenium instances (in different machines or in same machine with different port no.) , as a part of regression test suite to minimize the execution time. How can I achieve it?'.

Hearst Corporation

- ▶ Culture of innovation
- ▶ Share, discuss, pitch
new business opportunities
- ▶ Knowledge sharing across
company



20,000 employees

6 business groups

200 businesses

hearstinnovation.com


Beta Kickoff Resources signed in as ADAM MILLER | [Inbox](#) | [Favorites](#) | [Subscriptions](#) | [Admin](#) | [Sign out](#)

HEARST *innovation* BETA [Go](#) [advanced](#)


[Innovation Program](#) | [Open Forum](#) | [Idea Exchange](#) | [Get Funded!](#) | [Business Workshop](#) | [People & Teams](#) | [FAQs](#) | [Site Feedback](#)

history: ... [Get Funded!](#) ... [Business Workshop](#) ... [People](#) ... [Hearst Innovation](#) ... [How to Get Involved](#) ...


How to Get Involved [Edit Page](#)

 **Create Your Profile**


Click here to fill in your Hearst Innovation profile. Share your name, location, photos and contact details, and update your Hearst Innovation "tagline." We want to know more than just the basics - anything from your sales expertise to your long-lost vocal talent to your yen for wonton soup. The more you share, the more likely you are to stumble upon an idea or funded project that excites you. Your colleagues will search the key words you input - and you can search theirs, too.

 **Build Your Network**


The Hearst Innovation community includes colleagues from throughout Hearst companies - from the San Francisco Chronicle to TheDailyGreen.com, the editorial and business sides - as well as innovation experts who don't work here, like Scott Anthony, president at Innosight, who has been spurring change at media companies for years. Click this link to search members and what they are saying. Find people who share your pastimes or pursuits and invite them to your network. Join groups. Communicate, collaborate - and maybe start Hearst's next new business.

 **Participate in the Open Forum**

Pose a topic. Ask a question. Survey a large group. At the Open Forum, you are invited to post even a passing thought and we encourage a quick response. It's an open forum. Start a dialogue. Maybe your ideas will gel.

 **Pitch your Idea**











Think you can open an online community to corporate sponsors, without ruining member loyalty? Convinced you know the model that will evolve print publications to the Web and still make money? At the Idea Exchange you can post and get feedback, read up on what your colleagues are mulling over and respond. Start a small or large group. It's up to you.

 **Request A Team Workspace**

Got funded, and now you're trying to coordinate with Sally in San Diego and Larry in London? Click here to request your own workspace. Get organized: assign tasks, post messages and set up meetings, deadlines and alerts. Take control with personalized settings - if you choose, your team can be invite-online, application-only or behind a wall.

Recently Active Members [edit](#)

1-16 of 175 | [Next >](#) | [Last >>](#)

 ADAM MILLER	 ALLISON FASS
 LARRY VANCINI	 KATHRYN SANDLER
 ADAM BELL	 DOMINICK DISALVO
 AARON SLAVIK	 GARY HUSTON
 CARLOS RODRIGUEZ	 ROCHELLE ABBOTT

Environmental Data Resources - EDR

- ▶ Largest online community in industry
- ▶ Network with 5,000+ peers from 2,000+ companies
- ▶ Establish a new marketplace, revenue streams



commonground.edrnet.com

The screenshot shows the homepage of commonground.edrnet.com. At the top, there is a navigation bar with links: My Home, Discuss, Learn, Network, Insight, Support, and Invite a friend to commonground. A search bar is located on the right. Below the navigation bar is a green banner with the text "Contribute. Network. Find Answers." and an "Edit Page" link.

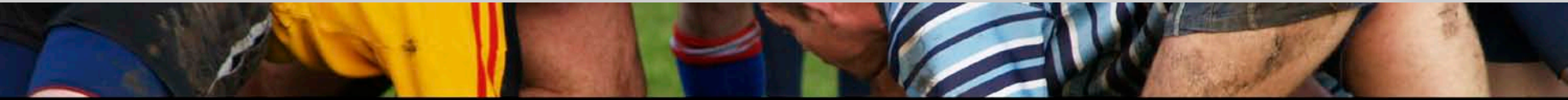
The main content area is divided into several sections:

- Welcome to commonground!**: A introductory message stating that as a member, users have access to a global social network for environmental and property due diligence professionals, including blogs, discussions, resources, networking opportunities, groups, job board, news, industry events, market research, insights, and thousands of peers at over 2,000 companies worldwide.
- Announcement**: A highlighted box titled "Commonground University Update:" containing information about the "Next session of Environmental Due Diligence 101 begins October 19." It describes an online training course and provides a link to "Get more details now."
- Recent Contributors**: A grid of 12 small profile pictures of various users.
- Visit Our Newest Features!**: A list of featured groups: "Due Diligence University", "The EHS Group", "Green Building Group", and "Young Professionals Group".
- Most Recent Discussion Comments**: A list of recent comments from users like Joshua, CharlotteB, LSchnapf, and jrw, with timestamps and brief snippets of their text.
- New Discussions**: A list of new discussion topics, including "Hair Dresser/Nail Salon Discharge to Septic" and "Social Networking: Professional Liability Exposure?".
- commonground Twitter Feed**: A vertical feed of tweets from the @edrcommonground account, including tweets about EPA cancer risk, a blog post, and a mercury spill.

At the bottom left, there is a small graphic of a building with the commonground logo. At the bottom right, there is a "RIGHT NOW" logo and a "SUMMIT 09" logo.

Authentic Conversations

Why Transparency and Feedback Matter



Identify, Engage, Energize



<http://twitter.com/seanbell>

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SUMMIT 09

There is no limit to what you can accomplish if you don't care who gets the credit.

~Ronald Reagan, sign on his desk

Authentic Conversations TRANSPARENCY

- ▶ Community is about relationship building
- ▶ Acknowledge the community impact
- ▶ Provide timely feedback to members
- ▶ Visibly act upon insights gained
- ▶ Address concerns with solutions
- ▶ Give key customers deeper access
- ▶ Technology does not create communities

Design is a funny word. Some people think design means how it looks. But, of course, if you dig deeper, it's really how it works. To design something really well, you have to 'get it'. You really have to grok what it's all about.

~Steve Jobs

Community Strategy IDENTIFY

- ▶ **Business Goals** - what do we need out of this?
 - Metrics for R.O.I measurement
- ▶ **Member Goals** - what do they need out of this?
 - Community architecture and customer experience
- ▶ **Project Owners** - somebody needs to get this done.
 - Community Manager(s), Moderators, Facilitators
- ▶ **Founding Members** - engage influential people.
 - Department Heads, Executives, Key Clients, Key Partners, Subject Matter Experts
- ▶ **Brand Requirements** - what should it look like?
 - Visual design and branding

Tell me, and I will forget. Show me,
and I may remember. Involve me,
and I will understand.

~Confucius

Customer Experience ENGAGE

▶ Information Architecture

- Define community architecture based on business/member goals

▶ Interaction Design

- Define function and usability and customer flow

▶ Information Design

- Create context and invite discovery for customers

▶ Visual Design

- Create desirability and delight

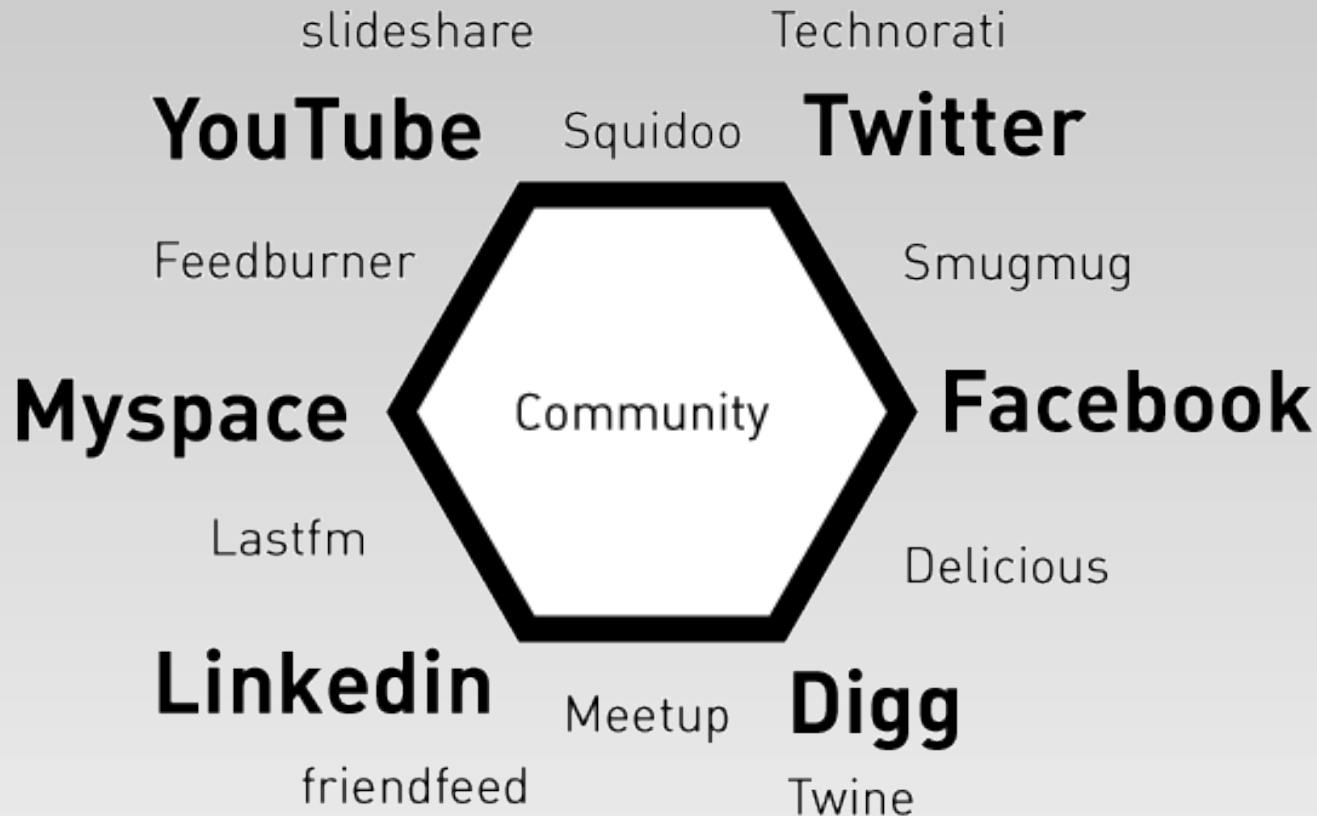
▶ Navigation Design

- Provide easy access to critical content

I am of the opinion that my life belongs to the community, and as long as I live it is my privilege to do for it whatever I can.

~George Bernard Shaw

Join the Socialsphere ENERGIZE



Societies do not evolve because their members simply grow old, but rather because their mutual relations are transformed.

-Ilya Prigogine

Thank You

Customer Success Stories

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