



Online Communities as Tools for Business Growth

The Higher Logic online community platform gives your company a competitive advantage with strategic tools designed to understand and meet your customers' needs. Tailored, private online communities built on the Higher Logic platform drive retention, revenue, and customer satisfaction — all of which benefits your bottom line.

Higher Logic communities provide a range of activities for your business to inspire interactions, knowledge sharing, and engagement among your customers, partners, prospects and the company itself. As customers engage, they'll strengthen relationships with your business and be nurtured into additional sales and advocacy.

By facilitating discussions and activities, communities not only engage your customers, they also generate behavioral data that shows customers' interests, priorities, and concerns. Combine this community data with the rest of your customer data, and you have a complete, 360 degree view of your customers' needs.

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The only sustainable competitive advantage is knowledge and engagement with customers.

– Forrester

92%

of customers trust recommendations from other people, even people they don't know, over corporate content

How Your Company Benefits with Community

Online communities redefine how your customers communicate, collaborate, and stay in touch with your organization. By creating a place where your customers can interact with and help each other, online communities create not only brand loyalty, but generate low-cost, peer-to-peer support resources and customer advocates too. With a comprehensive approach to customer engagement, your organization can provide value in several ways:

Extend Customer Support

Online communities will become the first tier of your customer support and are available 24/7. Open discussions allow users to quickly and easily trouble shoot existing issues, bypassing the ticket queue of your customer support. Historical forums serve as an ever-evolving FAQ to search for past resolutions and ideas. Integration with your existing CRM and other customer systems ensure a seamless experience.

Frictionless customer support makes users experience with your brand easier, and provides faster customer service at a lower cost.

Communities reduce support costs up to 50%

According to Gartner research, 80% of future revenue will come from just 20% of your existing customers

Increase Retention Rates

An active and engaged user base that is sharing, collaborating and connecting in a dynamic online community allows customers to become more personally invested in your product and services. From connecting with peers to asking questions in discussion forums or sharing opinions in original blogs, attracting and keeping customers active helps deliver value. Track these activities and connect to your customer systems for easily proven ROI.

Drive New Revenue

An active customer community is the perfect place to find and promote one of your greatest assets: your customer advocates. This loyal group of supporters can provide a unique and credible perspective with current clients and prospects. Leveraging their knowledge, loyalty, and hands-on experience will provide the word-of-mouth marketing that can be a major accelerator to the sales process.

In addition, customer data such as demographic, transactional, and behavioral data can help you identify upsell and cross-sell opportunities.

According to Gallup research, a customer who is fully engaged represents an average 23% premium in terms of share of wallet, profitability, revenue, and relationship growth

Key Product Features



Directories



Libraries



Automation Rules



Discussions



Analytics



Activity Sync