

Smarter Support Communities

Support communities are hot! Well-implemented, they can bring about satisfied customers, lower-cost peer support, and a treasure trove of useful knowledge documents ready to be shared. But like many other aspects of support, a poor implementation can create more problems than it solves. We help you:

- Roll out a successful support community
- Revive an existing, struggling support community
- Ensure alignment across the company

Deliverables

We can guide you through the entire implementation process or just the steps you need help with, a la carte:

Gap Report

We start by understanding your customers, your products, your support processes, and any changes you foresee in the near to medium term. If you have a community in place already, we explore it and review usage metrics.

We then identify functionality that is weak or missing, including customer moderation programs, gamification, instant polling, ideation, blogging, and integration with applications and social channels. We provide benchmarking information to validate the gaps between your community and best-practice communities.

Implementation Plan

We create a detailed plan to overcome the gaps. This includes the following:

- Defining appropriate uses for the community
- Incorporating the community into your support offerings
- Monitoring the community
- Staffing the community
- Launching the community for maximum adoption
- Selecting the proper tools for the community
- Defining and using community metrics (it's not about views)

Jive Administration

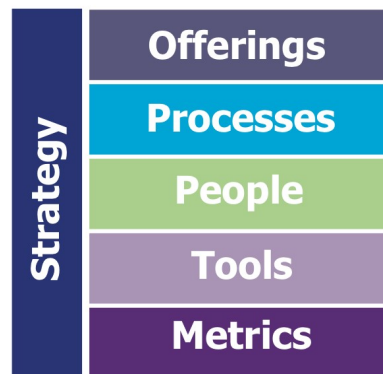
While we are platform agnostic, we have Jive expertise and can provide administration, community management, and leadership for community moderators.

ROI Analysis

We create or validate ROI analyses for the community and can present to the board or the executive team to obtain funding for online communities.

About FT Works

FT Works provides consulting, training and coaching services to the support organizations of technology companies. We call our field-tested methodology the Five Layers of SupportSM.



- Because our only focus is support we fully master **industry best practices** for support teams of your size supporting products of similar complexity.
- We work on all aspects of support so we bring a **holistic view** to every project for optimal results.
- We have a knack to work with all the stakeholders inside and outside the support team so we can **build consensus for support projects**.
- We have plenty of experience so we can **deliver results quickly** and lower the risk for your initiatives.
- ■ We have no allegiance to any particular group so we can provide your team with **unbiased recommendations**.
- As a boutique firm we rely on a **flexible, targeted approach** that maximizes your return on investment.

For more information, please contact info@ftworks.com or 650 559 9826.