



# Real-Time Tips Improve Experiences for SaaS User Community

## THE COMPANY

As a subsidiary of a multinational Fortune 500 technology company — one of the top five largest software companies globally — the client provides human-capital management (HCM) software solutions via a software-as-a-service model. It offers products such as a learning management system and talent management system to customers around the world.

“With Evergage, we’ve made our customer community site easier to use by helping customers find answers to their product questions quickly on their own. We’re pleased to see that we’ve reduced the number of support calls we receive and that customers have become more self-sufficient.”

Customer Community Program Manager  
Fortune 500 Enterprise Technology Company



**10% INCREASE**

IN FIRST-TIME MEMBER  
RE-ENTRANCES YEAR-OVER-YEAR



**FEWER SUPPORT CALLS**

DUE TO GREATER PRODUCT  
SELF-SUFFICIENCY



**GREATER CONTENT  
CONSISTENCY**

ACROSS USER COMMUNITY

## THE CHALLENGE

Within the company's SaaS application is a private community available to current customers, partners and employees and includes approximately 20,000 users. This community is a collaborative environment primarily designed for administrators to share knowledge and learn from each other. Users can search the existing knowledge base, ask questions or answer questions from others.

The goals for the community are primarily to:

- Effectively onboard new users
- Deflect support tickets by allowing users to find answers on their own
- Help users become self-sufficient and ensure they are comfortable using the product

Given the question-and-answer format of the community, much of the content is user-generated. The company was tasked with ensuring consistency across all content — in a scalable way. The company also needed a way to encourage posters to follow up with the responses to their questions. If they didn't mark the best answer to their questions, future community members with the same question would not know how the problem was resolved.

## THE SOLUTION

The company turned to Evergage for its real-time personalization capabilities and, specifically, the ability to communicate with community members in the moment and provide tips to help them accomplish the task at hand.

With Evergage, the company has delivered:

- Welcome messaging and onboarding tours for new users
- Timely call-out tips for blog authors to ensure content consistency
- Reminders to users to search the existing knowledge base before submitting a question
- Real-time messages requesting posters mark helpful solutions as “accepted”
- “What's New” information to point out new resources

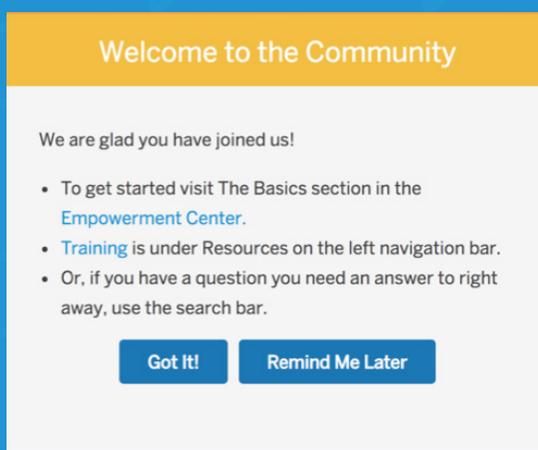
These messages were delivered when they were most needed by members to ensure that they were considered helpful, not obtrusive.

## THE RESULTS

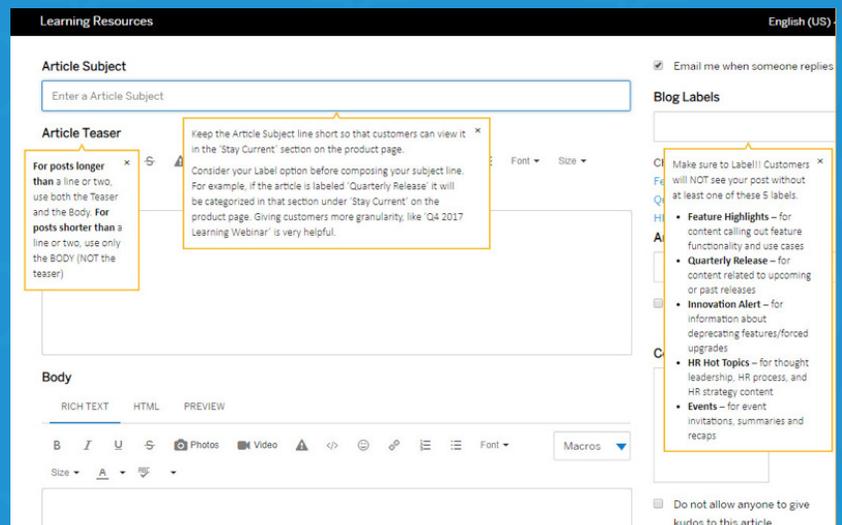
With the real-time tips and suggestions delivered using Evergage, the company has been able to make it easier and less frustrating for users to ask and answer questions. These efforts have increased the number of accepted solutions and decreased redundant posts asking the same questions — which helps other users find answers more efficiently.

As a result, the company has seen a drop in support calls as members have become more self-sufficient with the product.

And with the help of welcome messaging, new users who logged in again after their first time increased by 10%



Welcome messaging increased member re-entrances by 10%.



Real-time tips and suggestions ensure content consistency across the community.