



Customer Success Story

Goozex Leverages Telligent Platform to Create a User-Supported Community

Customer:
Goozex



Industry:
Gaming

Products:
Telligent Community

URL:
[goozex.com/
community/forums](http://goozex.com/community/forums)

Goozex (short for “Goods Exchange”) is a leading video game trading community built on a dynamic and engaging community of gamers. Launched in July 2006, Goozex is one of the most recognized outlets for gamers to acquire video games with its community features, forum space, and user-generated content. Goozex was looking for proven social network software that would foster community and user engagement, highlight top contributors, and easily integrate with its existing application.

Challenge

Connect new users with influential customers

New Goozex users needed a way to learn from knowledgeable, existing customers, while veteran users craved a setting to socially engage. In addition, Goozex wanted to develop a deeper connection with customers, new and old.

Solution

A robust community application that could be easily integrated within its existing application

The new Telligent Community blog, gallery, and group applications complement the forum, which increases member retention and creates a feeling of community. Since launch, Goozex has upgraded its Telligent Community platform and is expanding forums, enabling users to organize subcommunities dedicated to specific topics.

“Many experienced users appreciate the ease of use and feature-rich cleanliness of the Telligent Community interface. Telligent Community helped us not only build a more profound sense of community, but created stronger ties between our members and established Goozex as one of the most respected and enjoyable online communities for video games.”

Valerio Zanini, CEO, Goozex

Results

An increasingly user-supported Web community

As new members seek guidance from veteran users, Goozex has seen a 50 percent reduction in customer service requests.

- Nearly half of the customer support issues are now managed on the forum, with 99 percent of support questions answered by members – and usually within two days.
- Goozex is able to listen to members and respond more quickly to changes based on real-time user feedback.
- Community members even created Online Tournaments, a service that was not part of the original business plan, but was generated from users' needs.

About Telligent

Telligent is an enterprise collaboration and community software company. The company's fully integrated platform and portfolio of applications transform how organizations listen to, engage and measure interaction with customers, partners and employees. Telligent powers collaboration for many of the world's largest brands, including Dell, Microsoft, Electronic Arts and Reader's Digest. For more information, visit www.telligent.com.

Goozex has seen a 50 percent reduction in customer service workload - due to an increasingly self-supported Web community.

