



Revitalize customer experience with world-class support and professional networking

Kaseya is the leading global provider of automated IT Systems Management Software. Kaseya solutions empower everyone, from individual consumers to large corporations and IT service providers, to proactively manage and control IT assets remotely, easily and efficiently from one integrated Web-based platform. Kaseya solutions are trusted by IT service providers and a wide variety of industries including: banking, consumer packaged goods, education, financial services, government, healthcare, military, real estate, retail and transportation. The company is privately held and based in Lausanne, Switzerland, with over 30 offices in more than 20 countries. With a global customer base of more than 4,500 clients, Kaseya supports greater than 50 percent of the world's leading IT service providers.

Challenge

Enable customer-driven support and build customer engagement

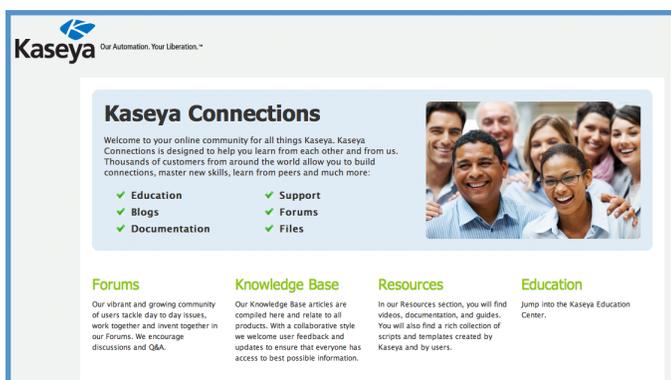
Kaseya supported its customer base of IT professionals with online social tools (knowledge base, forums) in addition to a traditional call center because many of its customers prefer to search for answers online before calling support. Customers would pop in and out of Kaseya's discussion forums and knowledge base, but forum activity was inconsistent and the knowledge base was difficult to use.

"We needed to deliver level one support in a way that was more effective than the existing forum and knowledge base. Kaseya customers work in IT; in this industry, the collective ability and willingness to help is very high. We knew that if we could mobilize customers into one area to collaborate, we would create a win for everyone."

Brendan Cosgrove, Director of Social Media and Community

Following a new product release, Kaseya experienced significant pain supporting its customers. "We knew that everything on the website was siloed - no integration, no collaboration across content," says Cosgrove. "We wanted to take our customer community experience to the next level of interaction, recognizing that a networked community of IT professionals is an important benefit of being one of our customers."

The CEO also recognized the business pain and mandated the replacement of existing social tools with a single, manageable framework—an online social community—to engage customers. "We set out with the goal of creating a world-class community focused on the ecosystem surrounding the product," says Cosgrove. In this effort, Kaseya needed to connect silos and deliver more effective, scalable support online.



Solution

Crowdsource support while increasing customer satisfaction and loyalty

Kaseya launched its community, Kaseya Connections, to empower customers to crowdsource technical problems, access product information and training as well as provide feedback on product development. Kaseya chose Telligent for its flexible licensing options, strong business partnership and robust technology platform.

“With Telligent, we get a great set of features, and it’s very easy to use. I can focus all of my efforts on cultivating my content and connecting directly with customers.”

Brendan Cosgrove, Director of Social Media and Community

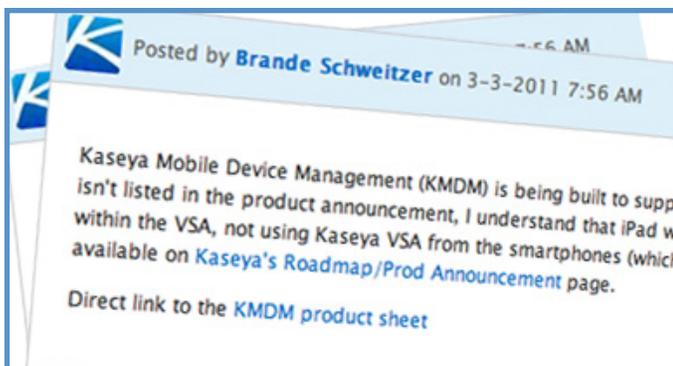
“Our idea is to provide a social community that makes it easy and valuable for people to participate. Also, we grabbed the opportunity to expand the role our customers play in our business because they contribute in amazing ways be it direct feedback for current products or speaking into the future product. We still have traditional support, but now we can encourage people to help one another using Kaseya Connections,” says Cosgrove.

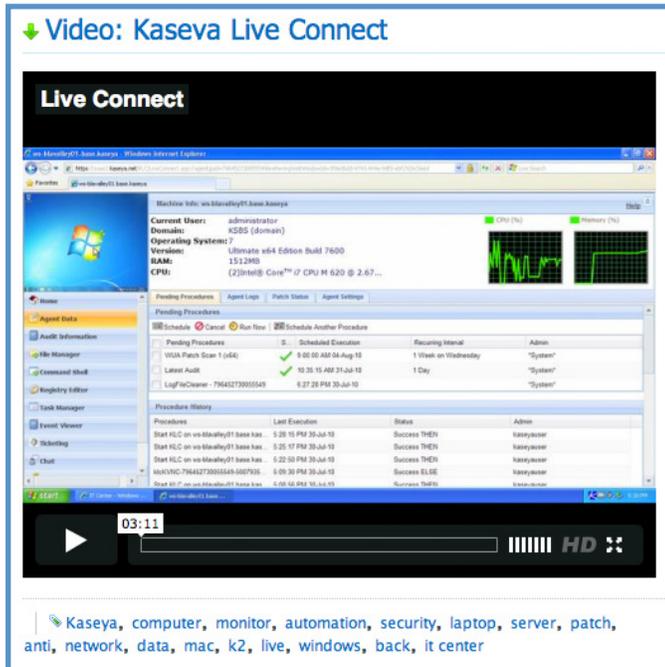
Kaseya Connections enables members to easily access multiple social applications for the support they need. “Community is an asset to doing business with us. Our customers can do a simple search and quickly find answers for their problems. The community is there to help,” says Cosgrove.

IT professionals come to the community regularly to search for solutions to technical problems and crowdsource answers in Q&A forums. Wikis describe the product trouble-shooting cycle and link to subpages where customers can resolve their problems within three to four clicks. Members use file galleries to access documents and guides, training videos and product updates. In addition, community content drives much higher customer participation levels for Kaseya’s webinars. Kaseya then tracks ratings, comments and download counts on all of the content it provides to better evaluate customer needs and wants.



Kaseya software can be customized extensively, so the company supports a knowledge exchange where customers can share procedures for work they’ve done on their own. Customers also have the opportunity to work together to solve technical challenges unrelated to Kaseya software. This customer-generated content adds significant value because customers can access customization guides and get advice on personal projects from industry experts in one location at no additional cost.





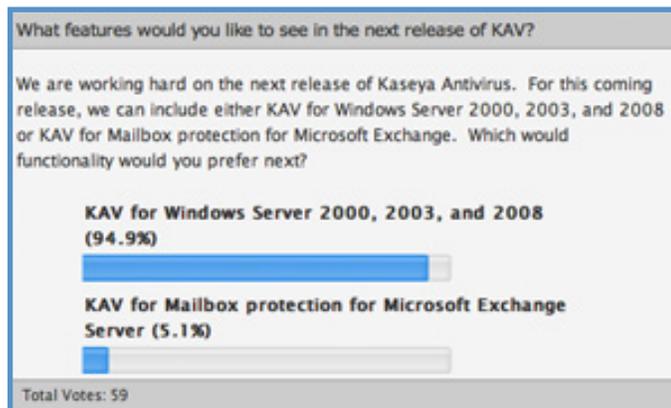
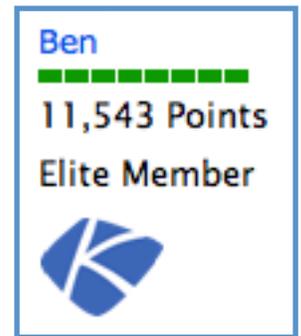
In Kaseva Connections, customers are more active because they are recognized for their contributions. Customers had established reputations in the legacy support forums, so when Kaseva migrated to the Telligent Evolution platform, members worked hard to expand their recognition in the community. In the new community, users can now hover over a community member’s name and view their influence and expertise in the community.

“Our customers stay involved in the community because they are recognized for contributing, feel a sense of responsibility to other members and enhance their credibility with industry peers.”

Brendan Cosgrove, Director of Social Media and Community

Members are now quickly able to suggest product changes. Direct connections with and among customers and easy-to-use social features keep customers engaged. “Recently, a forum post was circulated internally among the right people, discussed and turned into a product change within two days. Not only is the customer thrilled, but we get the opportunity to delight our customers in a way that wasn’t possible before implementing the Telligent community platform,” says Cosgrove.

As members accumulate points, they earn recognition titles such as Senior Member, Expert, and Supreme Master. Kaseva employees are also assigned badges so they can supplement support and verify answers.



Results

Efficient customer support as well as an enhanced customer experience and product ideation

What began as a means to deliver quicker, more efficient support evolved into a social community that also enhances the customer experience, drives product development and attracts new clients.

Efficient, Customer-Driven Support

“We are getting the exact kind of activity we would like to see,” says Cosgrove. Kaseva experiences a significantly higher volume of interest and participation in the

community—a recent thread received over 50 replies in less than 24 hours. Customers easily and quickly navigate the community to find technical help, training tips and new product information.

Superior Customer Experience

“We created the community as an asset—a valuable part of doing business with us,” says Cosgrove. Kaseya leverages community activity to engage its customers, increase customer satisfaction levels and recognize its top contributors to increase customer loyalty. Customers have moved beyond answering software questions to working together to solve professional challenges. IT professionals are also enhancing their reputations and professional networks in the community.

Rapid Product Development and Innovation

Community participation uncovers valuable product and market insight. Kaseya identifies bugs, develops hot fixes and creates new product features based on community interaction and feedback. Kaseya recently polled its customers following the release of a product and received an overwhelming response within two days favoring one option. “We have better ways of measuring interest, like ratings and downloads, to see what’s hot. Now we know what to give people and where to improve—what really matters to our customers.”

“The future is exciting because the sky is the limit. We can do anything we need to do with the Telligent platform.”

Brendan Cosgrove, Director of Social Media and Community

Evolving Kaseya Connections

Looking forward, Kaseya plans to integrate the Telligent platform into its software products as a portal for community access and account management. This will expand the concept of Kaseya as a single pane of glass for IT systems management to include troubleshooting and solution discovery directly inside the product, further enhancing its competitive positioning in the market. Kaseya also recently acquired Telligent Analytics and plans to monitor trends and sentiment. “The future is exciting because the sky is the limit. We can do anything we need to do with the Telligent platform,” says Cosgrove.

Custom tailor your community experience

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