



Art and Science of
The Customer Journey

Community: Delivering Great Digital Customer Experience at Scale

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 @marlenespeaks

zuora | COMMUNITY

OCT 23-25, 2017 | LAS VEGAS



Brave New World?

1998

- Don't get into stranger's cars
- Don't meet people from the Internet

2017

- Literally summon strangers from the Internet to get into their personal cars

Your 1st online community?



Department of Justice

FOR IMMEDIATE RELEASE
MONDAY, MAY 18, 1998

AT
(202) 616-2771
TDD (202) 514-1888

JUSTICE DEPARTMENT FILES ANTITRUST SUIT AGAINST MICROSOFT FOR UNLAWFULLY MONOPOLIZING COMPUTER SOFTWARE MARKETS

Action Would Give Consumers More Choices 20 State Attorneys General and the District of Columbia File Similar Lawsuit

WASHINGTON, D.C. — The Justice Department today charged Microsoft with engaging in anticompetitive and exclusionary practices designed to maintain its monopoly in personal computer operating systems and to extend that monopoly to internet browsing software. Twenty state Attorneys General and the District of Columbia filed a similar action today.

"Consumers and computer manufacturers should have the right to choose the software they want installed on their personal computers," said Attorney General Janet Reno. "We are acting to preserve competition and promote innovation in the computer software industry."

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our vision 

The World.
Subscribed.

Communications



Consumer



Internet of Things



Media



Technology



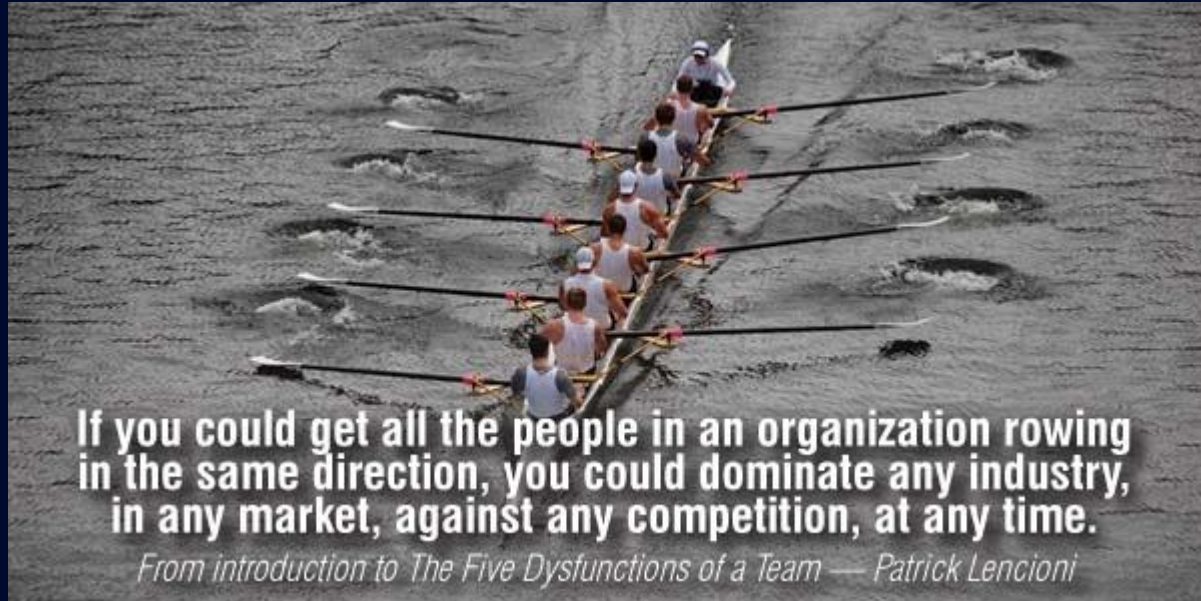
The above-referenced trademarks are owned by their respective companies. Nothing in this presentation should be construed to the contrary, or as an approval, endorsement or sponsorship of Zuora or any aspect of this presentation by any of those companies.

An aerial photograph of a city at dusk, featuring a river in the foreground, a Ferris wheel, and various high-rise buildings. The scene is overlaid with a semi-transparent teal filter.

Our Story

Why Community?

2014



If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.

*From introduction to *The Five Dysfunctions of a Team* — Patrick Lencioni*

Where We Were...



Landscape

Support Portal
Support Forums
Knowledge Center



Engagement

400 Customers
400 Weekly Tickets



Cost

\$220/Ticket
7 Support Agents

Assessment

“Classic mid-stage Silicon Valley start-up”

- Disjointed Customer Experience
- Tribal Knowledge Lost
- Resource Burnout
- Employee Attrition
- Expensive
- Not Scalable



Our Community

1. Product Boards
2. Ideas
3. Announcements
4. User Groups
5. Blogs



Whatever customers want to talk about

Training webinars?

Progress on ideas?

Working code samples?

White papers?

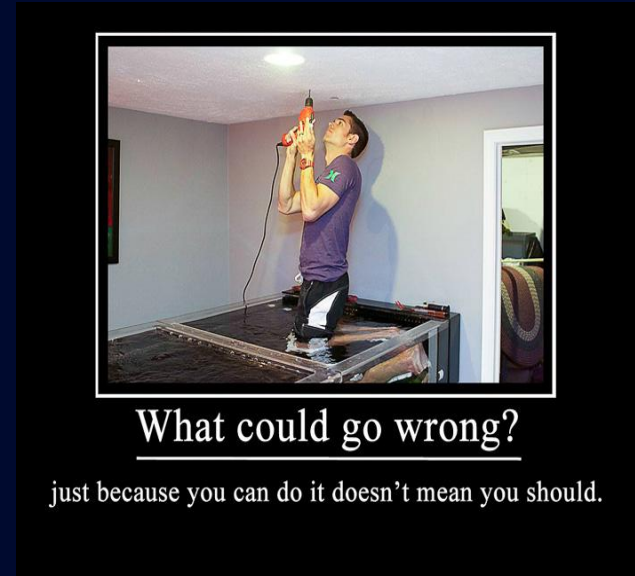
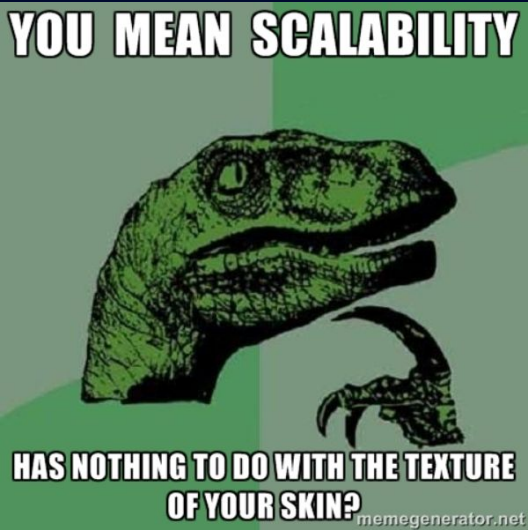
Status updates?

Updates to REST APIs?

Expert participation?

Case Studies?

So, now what?



Unify, Scale and Don't Fail



Centralize

Single Destination



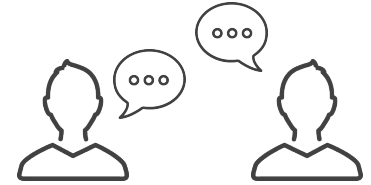
Collaborate

Share & Search



Contribute

Product Innovation



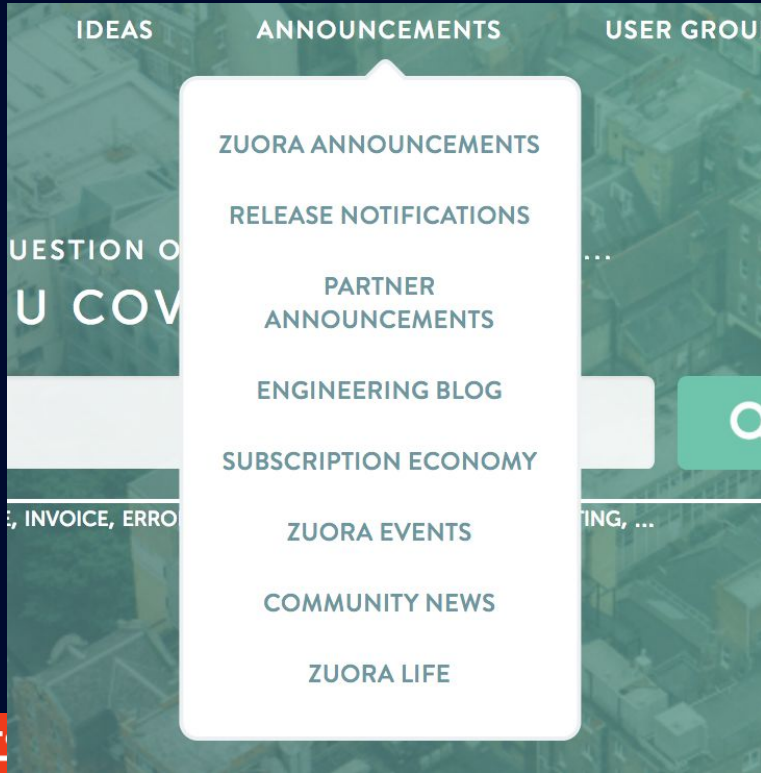
Connect

Experience It

An aerial photograph of a city skyline at dusk, featuring a prominent Ferris wheel and a tall, slender tower. The image is overlaid with a teal gradient. The text is centered in white, bold, sans-serif font.

Centralize Customer-facing engagement in a single destination

Game Changer: Messages that Matter



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Hi marlene,

Lana (Community Manager) posted a new article in [Zuora Announcements](#) on 10-04-2016 04:41 AM :

[TLS 1.0 Deprecation in 10 Days! Are you Ready?](#)

Are You Ready for Zuora's TLS 1.0 Deprecation on October 13th?

In less than 10 days, Zuora will disable TLS 1.0 for all inbound calls to production. Failure to make the necessary changes before October, 13th, 2016 to support TLS 1.1 or higher will result in a disruption of Zuora services for your integration. If you have made the necessary changes, no further action is required on your part.

How do I verify if my browser support TLS 1.1 and above?

A: User could always verify SSL/TLS protocol versions your browser supports by accessing the site <https://www.ssllabs.com/ssllabs/viewMyClient.html> using browser you intend to confirm. Look for "Your user agent has good protocol support" or specific version support under "Protocol Features" section.

More Questions about Zuora's TLS 1.0 Deprecation?

Check out our TLS 1.0 references:

[\[Action Required\] Zuora is Disabling TLS 1.0](#) [TLS 1.0 Frequently Asked Questions](#)

Game Changer: Intuitive Navigation

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VISION

PRODUCT

CUSTOMERS

RESOURCES

ABOUT

COMMUNITY

DOCUMENTATION

IDEAS

ANNOUNCEMENTS

USER GROUPS

DISCUSSIONS

LOGIN/JOIN

QUICK START

API REFERENCE

CODE LIBRARIES

API TUTORIALS

BLOG

COMMUNITY

let's talk

COMMUNITY

DOCUMENTATION

IDEAS

ANNOUNCEMENTS

DISCUSSIONS

Game Changer: Cross-referenced Valued Content

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BILLING POST PROCESSOR

 **zuora**
PAYMENTS
BLUESNAP PAYMENT GATEWAY

Exclusively in the Zuora Community!

A photograph of the interior of Waterloo Station in London, showing a large, modern, and busy transit hub. The image is overlaid with a semi-transparent teal filter. In the center, there are several large, blue directional signs with white text and icons. One sign lists: 'Car park and Car hire', 'Station reception', 'Taxis', 'First aid point', 'Underground', 'Waterloo East Station', 'Way out', and 'Way out'. Another sign lists: 'Stations', 'Luggage', 'Car park and Car hire', 'First aid point', and 'Waterloo East Station'. A third sign in the top right corner lists train services: '15:30 via Epsom', '15:39 Basingstoke', '15:42 Front 8 coaches only', '15:42 via Kingston', '15:45 via Richmond', '15:45 via Guildford', '15:48 Dunnington Stn', '15:50 Reading', and '15:50 Hoking'. The station floor is crowded with people walking in various directions. The architecture features a high, vaulted ceiling with a complex steel truss structure and large glass panels. The overall atmosphere is one of a busy, well-organized public space.

Collaborate

Technical questions and best practices through shareable and searchable content

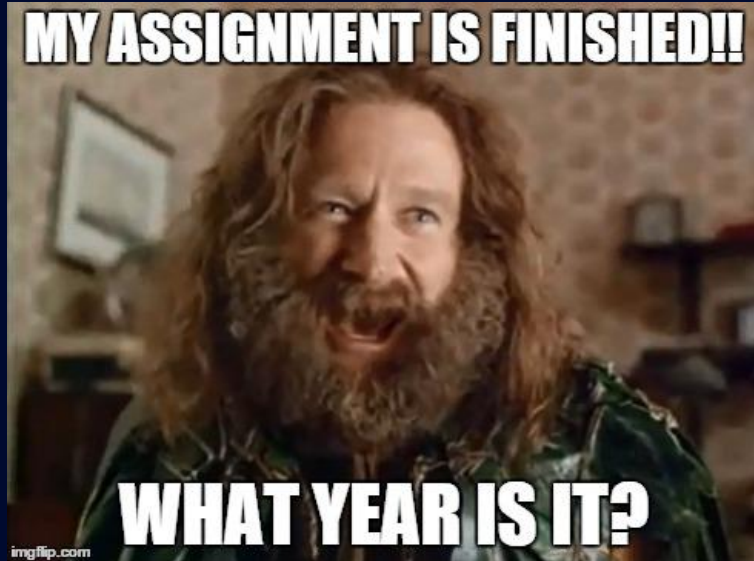
Game Changer: Sharing is Caring



Engagements

- Partner Enablement
 - Partner-to-Partner
- Collaborative Problem Solving
 - Customer-Agent-Superuser
- Evolving Customer Solution Article
 - Zuora-to-Zuora

Tickets vs Community Articles



A photograph of a busy city street, likely in London, with a teal overlay. The street is filled with pedestrians walking in both directions. On the left, a storefront for 'Dune' is visible. On the right, there are signs for 'Paul Smith SHOE' and 'Paul Smith MEN'. Further down the street, a sign for 'THE BEDFORD ROOM BAR & DINING UPSTAIRS' is visible. The overall atmosphere is that of a vibrant, urban environment.

Contribute
Product innovation through product
discussions, ideas and content

Game Changer: Cultivating Customer Experts

Year #1 Success Story

- Jacob Feisley joins at launch.
- Jacob rises through our profile rankings.
- Jacob submits templates and solutions.
- Jacob speaks at Zuora SF User Group about why Community matter.
- People notice when Jacob is on vacation. :-)

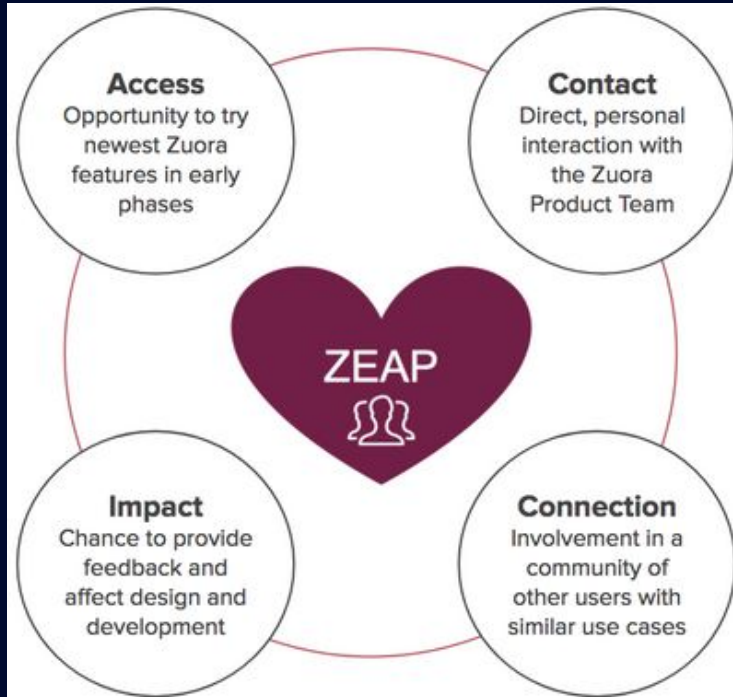




Connect

Unique vehicles to meet, interact and
further understand your customer

Game Changer: Zuora Early Adoption Program



Game Changer: Omnipresent Experience



What to Expect

- Live Local Events
- Advocacy
- Networking
- Give Feedback
- Ongoing Conversations



Game Changer: Generate Buzz

LIVE

BREAKING NEWS

L.A. PROGRAM HITS COMMUNITY

12:07 8 L.A. USER GROUPS LAUNCHED IN ZUORA COMMUNITY IN 2016. MORE COMING...

LIVE

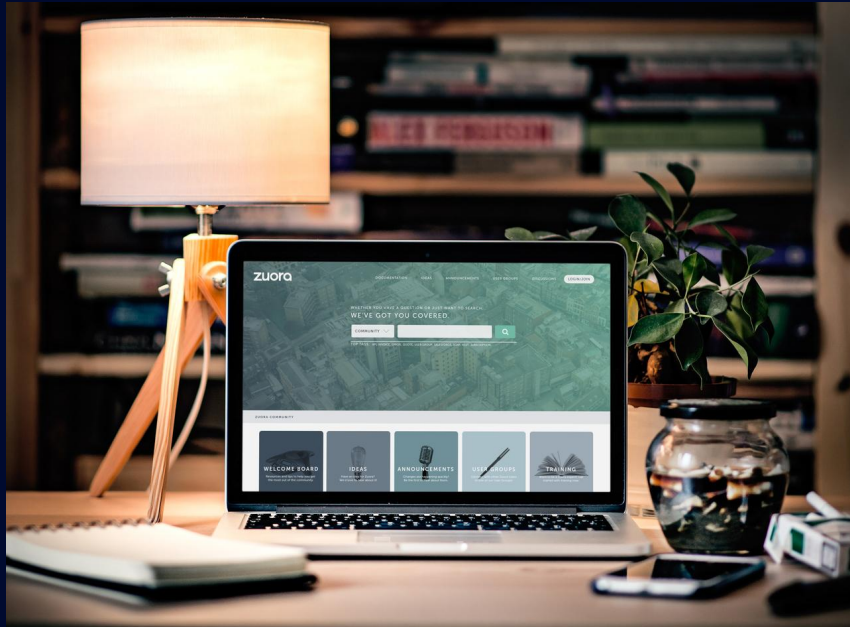
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ENGINEERING BLOG

BREAKING NEWS

ZUORA ENGINEERS IN COMMUNITY

12:19 "HELLO WORLD!" - INSIDE LOOK AT TECHNOLOGY BEHIND SUBSCRIPTION ECONOMY

What People Are Saying...



“I love the Zuora Community - I think it is a great place to look around when I am not sure about something . I usually go to the **Community, Knowledge Center, and then **Support** if needed. Many times, I can jump into the Community, which give me hints to find the answer in the Knowledge Center and then I do not need to open a **support ticket.**”**

Patricia Keeler, Silicon Experts

Community Successes

FY17 Results

20% ticket deflection

\$4.6M in annual savings

Employee adoption: 99%

External adoption: 150%

ZUORA WINS BIG AT
FROST & SULLIVAN'S
CUSTOMER SERVICE
EXCELLENCE
RECOGNITION PROGRAM



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SERVICE TEAM OF THE YEAR - Small Business
Runner-Up

**Zuora's Customer Support
Services & Community Team**



Common Questions I Get Asked

- Did everything go as planned?
- How long did you expect this to take?
- How long did it take?
- What were the most surprising lessons?
- What do you think is the most important lesson?
- What would you do differently if you could do it again?

What's Next?

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Zuora Acquires Leeyo, the Leading Provider of Revenue Recognition Software, to Ease the Burden of Imminent Accounting Standards

Zuora RevPro will be the most comprehensive ASC 606 and IFRS 15 compliant solution available



Strategic Solutions



Support Bot



Got Code?

*Give our users
the answers
they need,
before they
know they
need them.*

Join Our Experience community.zuora.com



Thank you!

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