Art and Science of
The Customer Journey

Community: Delivering Great Digital Customer Experience at Scale

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@marlenespeaks

zuora | COMMUNITY

Brave New World?

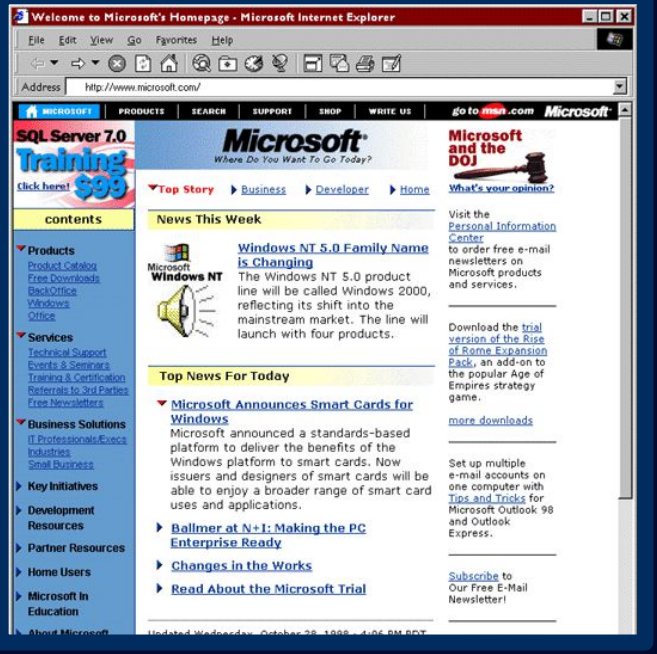
1998

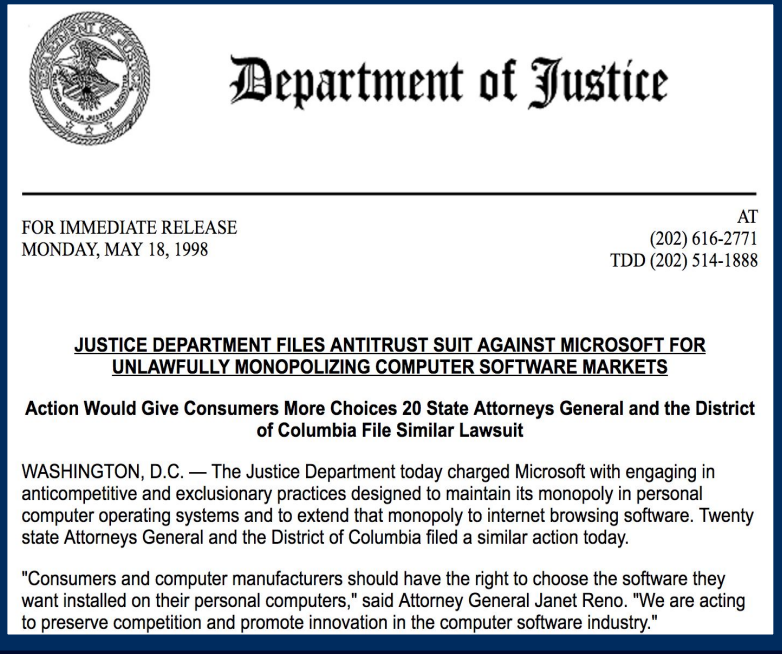
- Don’t get into stranger’s cars
- Don’t meet people from the Internet

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

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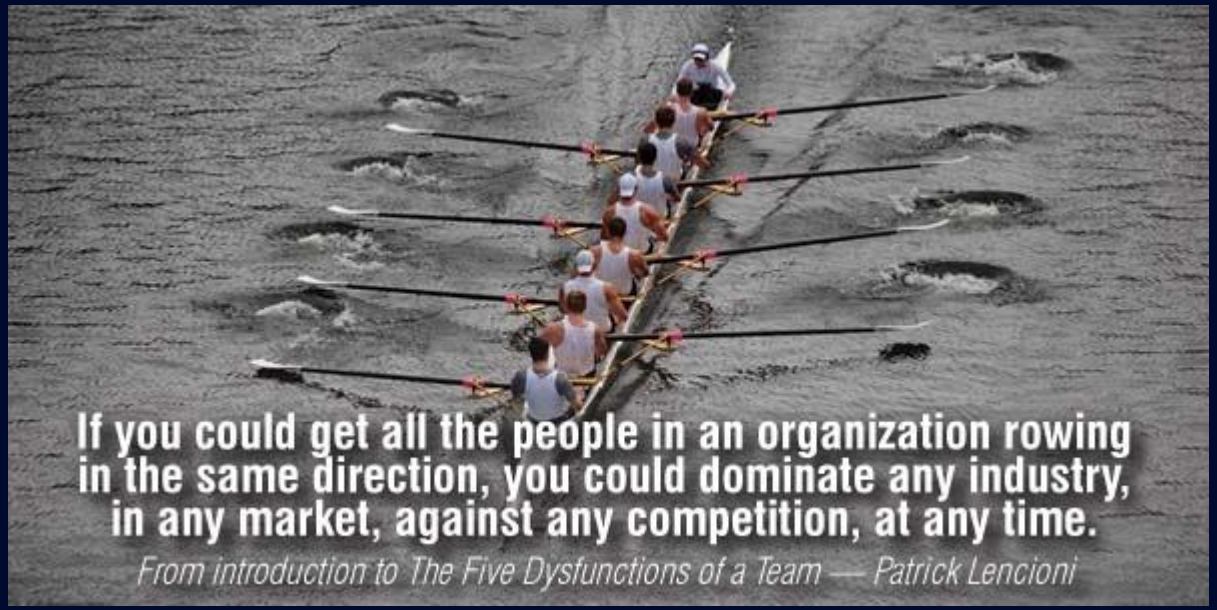
Our Story
Why Community?

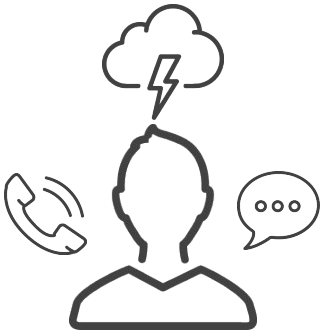
2014


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

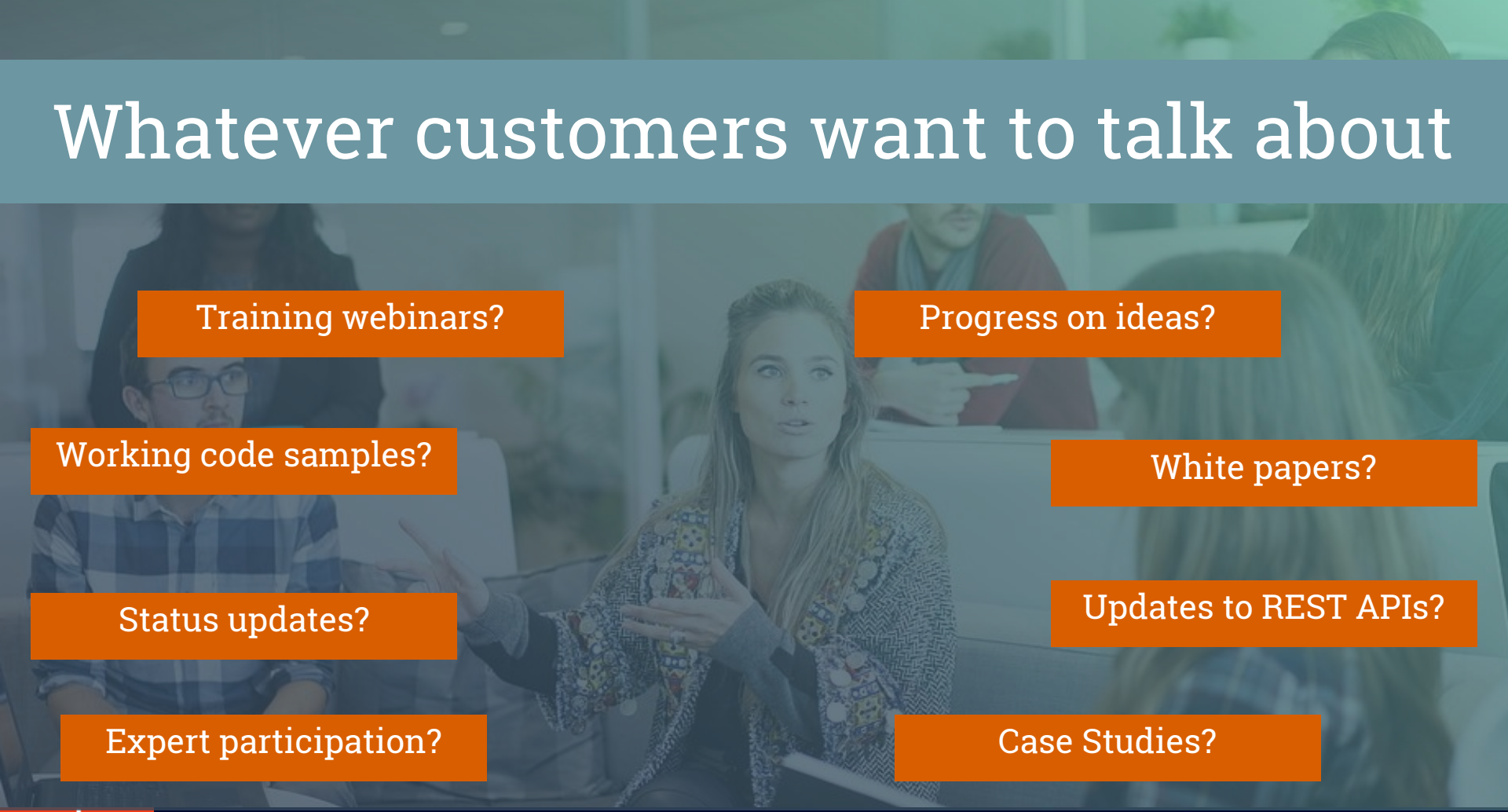
"Classic mid-stage Silicon Valley start-up"

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

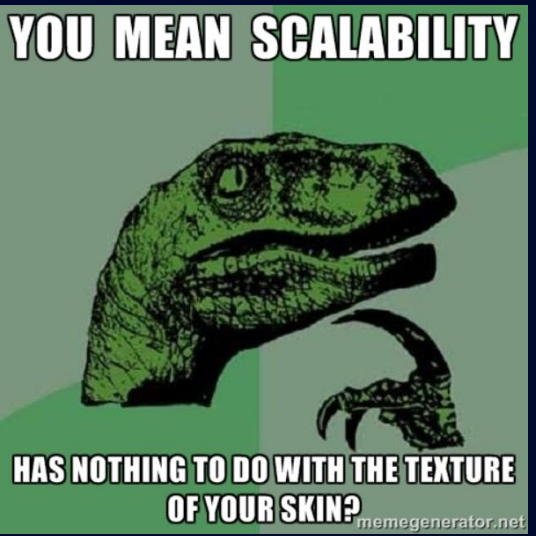
Our Community

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

Whatever customers want to talk about



So, now what?


YOU MEAN SCALABILITY
HAS NOTHING TO DO WITH THE TEXTURE OF YOUR SKIN?
memegenerator.net

“IT’S NOT MAGIC.
IT’S TALENT AND SWEAT.”
GILFOYLE
SILICON VALLEY HBO

What could go wrong?
just because you can do it doesn’t mean you should.

Unify, Scale and Don't Fail

Centralize

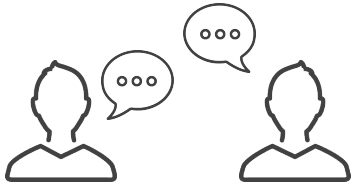
Single Destination

Collaborate

Share & Search

Contribute

Product Innovation

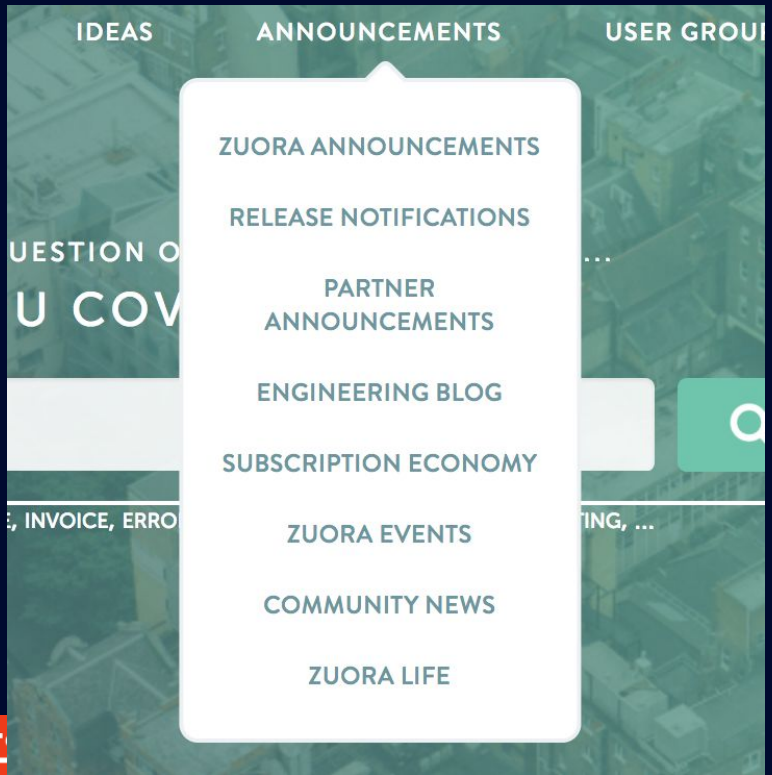


Connect

Experience It

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 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?

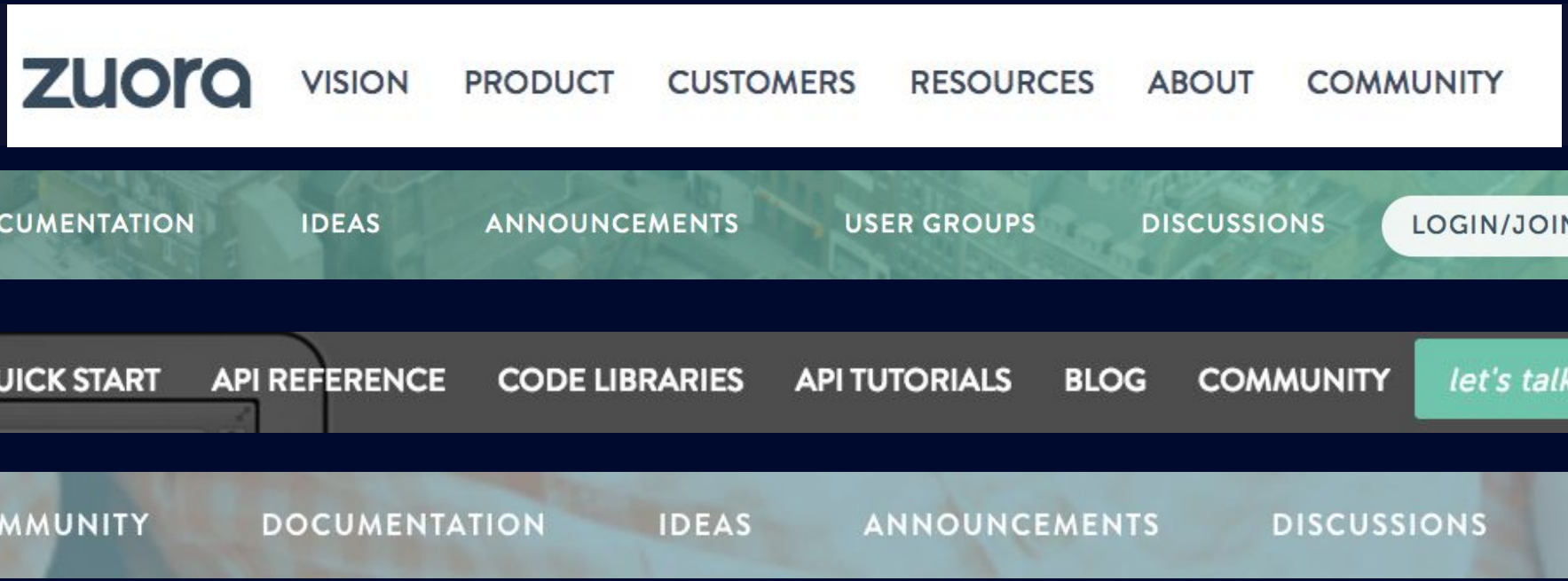
A: User could always verify SSL/TLS protocol versions you browser supports by accessing the site https://www.ssllabs.com/ssltest/viewMyClient.html using browser you intend to confirm. Look for "Your user agent has good protocol support" or specific version support under "Protocol Features" section.

More Questions about Zuora's TLS 1.0 Deprecation?

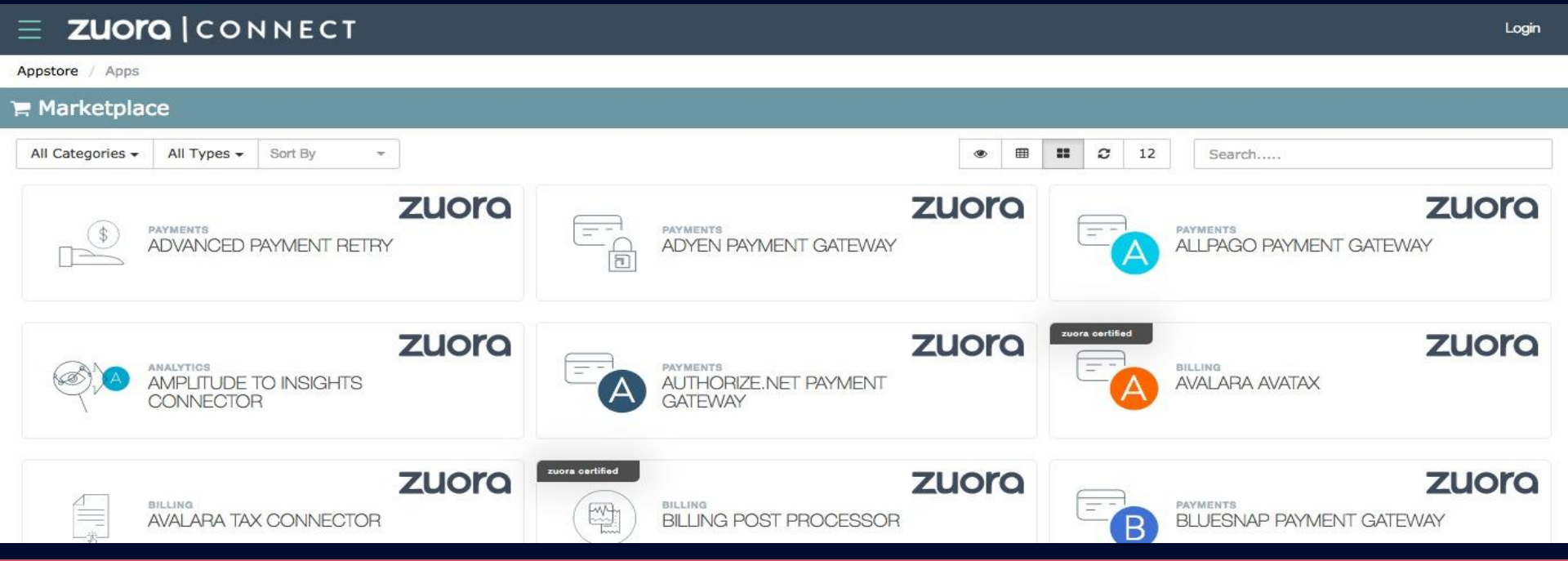
Check out our TLS 1.0 references:

[Action Required] Zuora is Disabling TLS 1.0 TLS 1.0 Frequently Asked Questions

Game Changer: Intuitive Navigation



Game Changer: Cross-referenced Valued Content



Exclusively in the Zuora Community!

Collaborate

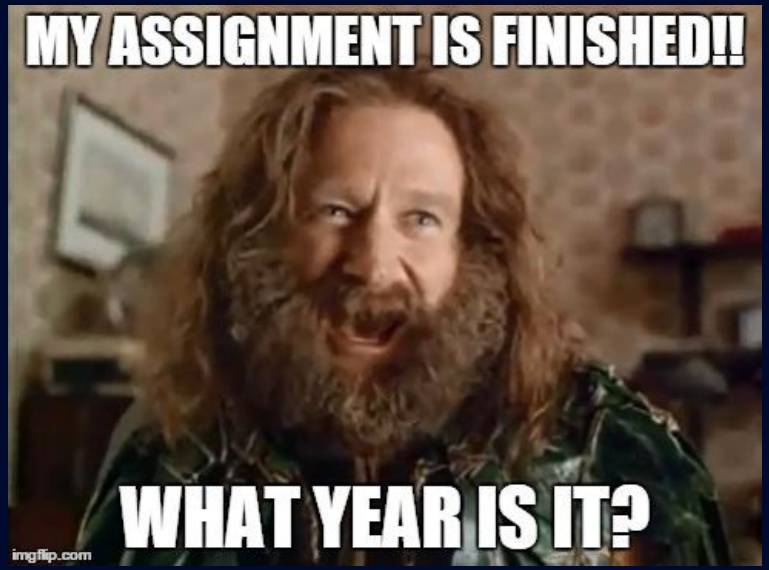
Technical questions and best practices through shareable and searchable content

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



Contribute

Product innovation through product discussions, ideas and content

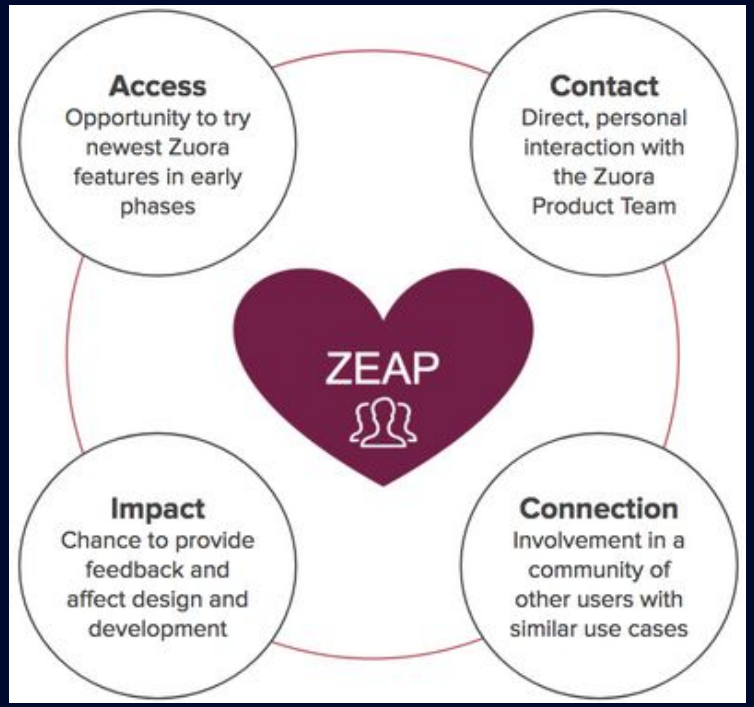
Game Changer: Cultivating Customer Experts

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

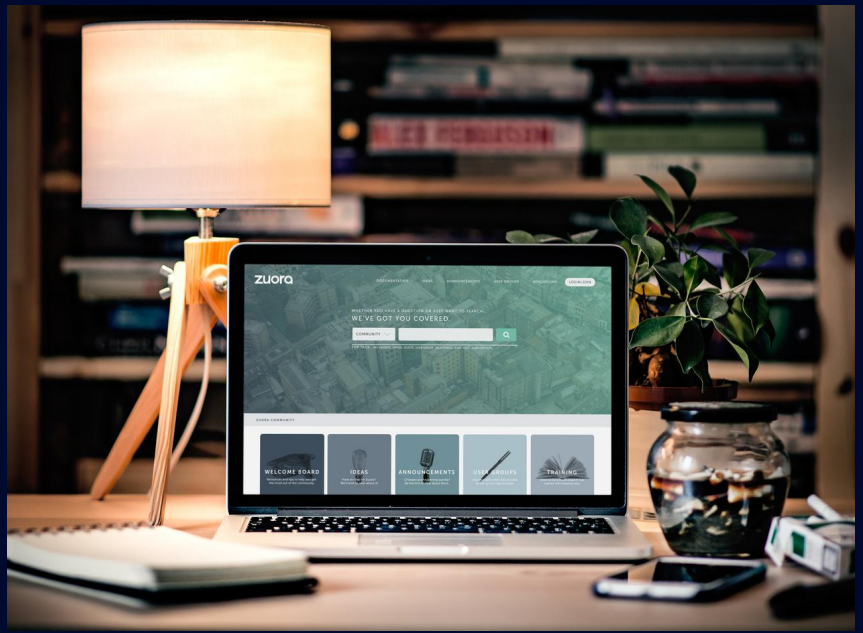
Networking

Give Feedback

Ongoing Conversations

Game Changer: Generate Buzz

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%

CUSTOMER SALES AND SERVICE WORLD AWARDS BEST 2017 GOLD

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SERVICE TEAM OF THE YEAR - Small Business
Runner-Up
Zuora's Customer Support Services & Community Team

Brandon Hall GROUP
HCM EXCELLENCE AWARDS
GOLD
EXCELLENCE IN LEARNING
2017

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

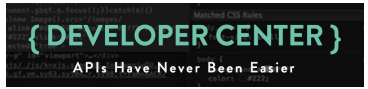
Zuora RevPro will be the most comprehensive ASC 606 and IFRS 15 compliant solution available

zuora S3

Strategic Solutions

slack API

Support Bot



Got Code?

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

Join Our Experience
commmunity.zuora.com

Thank you!

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