

success
engagement
community happens here
support
experience

TODAY

our agenda

- ➔ Introductions & Roles
- ➔ Discovery & Needs Assessment
- ➔ Company Overview
- ➔ Platform Overview

what we do

- Higher Logic empowers organizations to **elevate the customer experience** by building relationships with and between their customers.
- Online communities offer a connected space where they can engage with the organization and with each other. Where they can **share ideas, best practices and solve problems**.
- Communities **create happier customers** – which can lead to more revenue – by reducing friction, adding value and building loyalty.

our experience benefits **you**



how we **can help**

Challenge	Higher Logic Solution	Impact
Looking for a space to build customer engagement and relationships	A community to connect customers to each other and with your company Personalization and targeted content	Increase retention Increase customer engagement Customer onboarding Decrease time-to-value Product adoption
Trying to scale customer support	Questions and answers Peer and self-service support One-to-many support	Increase retention Increase upsell revenue Support ticket deflection Increase customer engagement
Building and rewarding customer advocates	Gamification Create and reward advocacy opportunities	Drive Upsell revenue Create advocates Increase loyalty Create References

one size does not fit all

higher logic has purpose-built solutions that fit your needs:

- with **essentials** you are days away from a purpose-built community fostering engagement;
- with **plus** you get value and speed with room to grow;
- and with **enterprise** the platform supports your vision.

community **essentials**

Community Essentials for Customers was built for those who are new to community or unsure of where to start. A simple community implementation and built-in best practices leads to faster time to value for you and your customers.

start
fast →

community **plus**

Community Plus for Customers was built for those who want to start quickly now and have room to grow. Built-in best practices get you up and running now, while configuration options set you up to scale.

room to
grow →

community **enterprise**

Community Enterprise for customers is for organizations who have experience with community and need customization and configuration capabilities to deliver the best customer experience.

built for
you →

community essentials

Community Essentials for Customers was built for those who are new to community or unsure of where to start. A simple community implementation and built-in best practices leads to faster time to value for you and your customers.

The screenshot displays the BEYOND community portal. At the top, a navigation bar includes the BEYOND logo and links for Home, Forum, Staff Forum, Directory, Events, Product Ideas, and Resources. Below this is a secondary navigation bar with icons for Release Notes, Popular Resources, Knowledge Base, and Events, each in its own box. The main content area is titled 'BROWSE THE COMMUNITY' and features tabs for Latest Activity, Discussions, Questions, and Help Others. The Discussions tab is active, showing a list of four discussion threads. Each thread includes a user profile picture, the title, the poster's name, the time since posting, the number of posts in the thread, and category tags. To the right of the discussion list are two sidebars. The top sidebar, 'Ask The Experts', features a profile picture, the title 'Meet the 2021 Engagement Experts', the author 'Elizabeth Bell', a short paragraph of text, and a 'More' button. The bottom sidebar, 'Product Updates', has the title 'Introducing Advanced Starter Kits', a timestamp '6 days ago', a paragraph of text, and another 'More' button.

BEYOND

Home Forum Staff Forum Directory Events Product Ideas Resources

Release Notes Popular Resources Knowledge Base Events

BROWSE THE COMMUNITY

Latest Activity Discussions Questions Help Others

Online Community Enhances Customer Experience
Posted by: [Michael Davenport](#), 49 minutes ago
Posts in thread: 1
Career Customer Success

What is one new thing you're testing in your Customer Success orgs?
Posted by: [Maciej Godlewski](#), 7 days ago
Posts in thread: 1
General

Favorite food to eat for lunch?
Posted by: [Alex Matrianni](#), 7 days ago
Posts in thread: 6
General

Favorite place you've visited in space?
Posted by: [Blair Bozada](#), 7 days ago

Ask The Experts
Meet the 2021 Engagement Experts
By: [Elizabeth Bell](#)
In 2020, we all had to come up with new ways to engage our audience and stand out. Today, Higher Logic is recognizing leaders ...
More

Product Updates
Introducing Advanced Starter Kits
6 days ago
Have you thought about automating a member onboarding series, but get hung up on where to start? Maybe you're a small team ...
More

Welcome to our Customer Community—a place to connect with peers, share your knowledge and ideas, and take your experience to the next level.

[Learn More](#)

I'm looking for...

Ask a question or enter a keyword

Search...

ES

Customer feedback is an important part of the product development process, and that is why Beyond is serious about improvement. This community ideation page will crowd source your feedback by collecting your ideas and allowing suggestions implemented.

As an idea collects votes, comments, and feedback from the community, the ideation review teams will communicate the lifecycle of statuses, indicating the likelihood of implementation.


Here are some tips and tricks for using ideation:


Share an Idea Support an Idea Idea Statuses

- Before creating an Idea use the "Search" feature to see if it has already been submitted. To create an idea, click below.
- When creating an idea, be sure to be as detailed as possible in your title and description (including the "why" i.e. why you think it's important).
- All ideas must be assigned a category to give our team context on which product or service you are looking to improve.

IDEATION

Subject	Category	•	Most recently added	•	Status
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By: Heidi Staats
01-21-2021


Code repository improvements

I think there are many needed.

FEATURE ENHANCEMENT

 1
  3 Comments







By: Michael Davenport
01-14-2021

Cloud needs more sun

The cloud product offering is very suitable for our needs. The main issue though, is that there is not enough sun. Sun provides less space but more power to cloud software. I have attached an image to show my request.

FEATURE ENHANCEMENT

 2
  0 Comments

EDIT TILES



Blast

Blast off into our
community space
centered around our
newest product.



Comet

Our above and
BEYOND product
community.



Designer's Corner

Need tips to keep your community looking its best? Join us in the Designer's Corner.

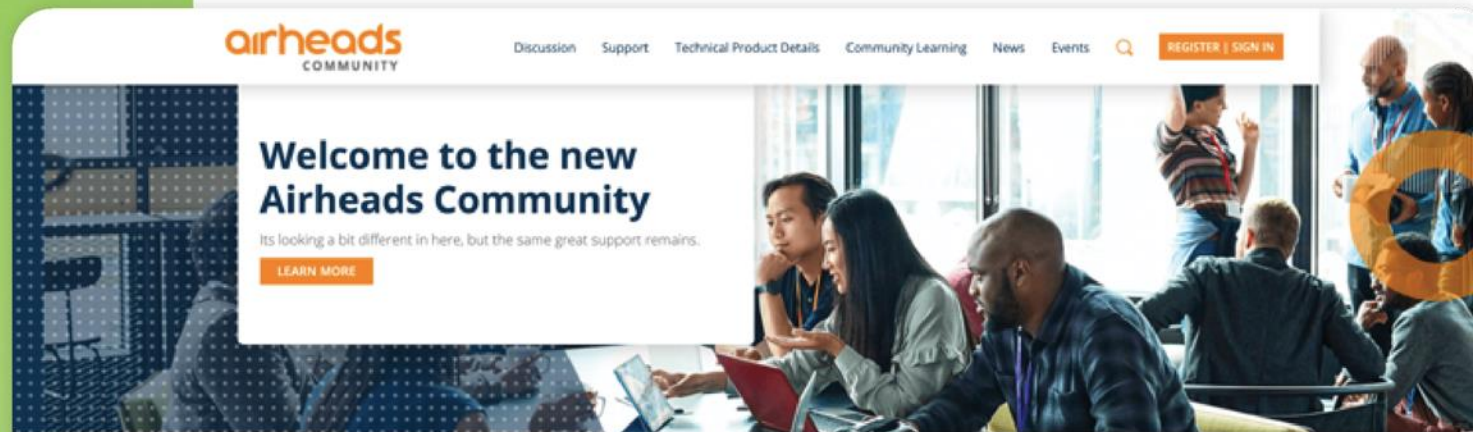


Explore All Communities

Discover a new
community today to
enrich your experience
and learning
opportunities.

community enterprise

Community Enterprise for customers is for organizations who have experience with community and need customization and configuration capabilities to deliver the best customer experience.



Latest News & Announcements

Airheads 2020 - A Year in Review

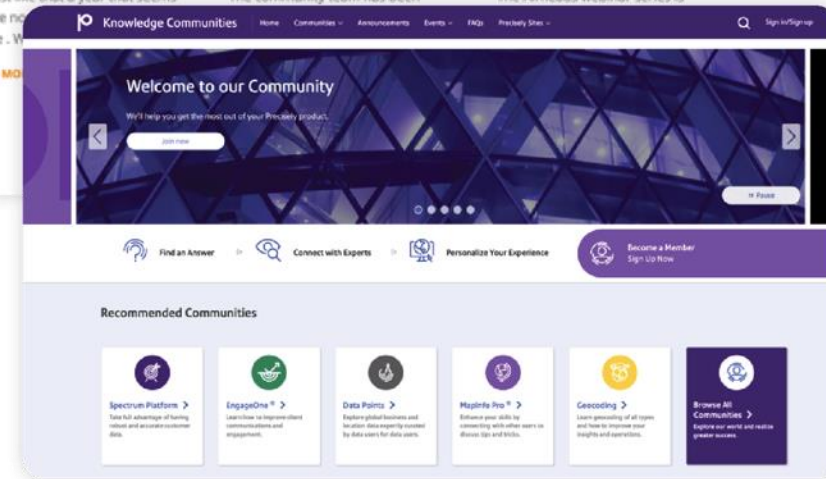
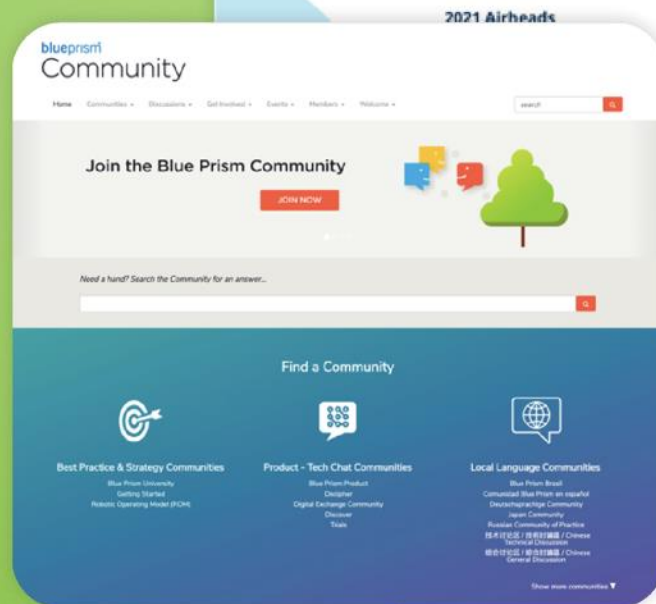
And just like that a year that seems to have no close.

Getting Started: Airheads 2.0

The community team has been

Airheads Webinar Series: Aruba CX

The Airheads webinar series is



community features

ENGAGE



Topic Community

Organize community content by topic areas and send automatically curated digests to subscribers based on their stated and observed interests in those topics.



Q&A

Allow users to ask and answer questions within a community to facilitate support and drive advocacy.



Advertising

Advertising opportunities throughout the platform allow for additional revenue opportunities or highlight organizational events and activities of note.



Gamification

Fuel engagement through ribbons, badges, leaderboards and other features designed to motivate and recognize participation.



Event Calendar

Provide a single source of updated information for your events.



Automation Rules

Predefined rules based on best practices drive engagement, onboarding, and retention.

INFORM



Resource Center

Build a knowledge base of best practices, sample documents, spreadsheets, images, videos, and more within a library.



Directory

Facilitate connections between peers, colleagues and industry experts with customizable directories and profiles.



Blogs

Publish news articles, newsletters, and release notes or highlight subject matter expertise.



Ideation

Solicit product feature requests while allowing users to collaborate by voting and commenting on ideas. Admins can report on and share progress on ideas.

ANALYZE



Analytics

Dozens of ready-made reports are available to track user activity, identify trends, to recognize contributions and more.



Polls

Engage with your users in the community with quick, one question polls, providing actionable insight into user preferences.

additional **features**

PLUS



Advocacy

Encourage participation with gamification tactics, managing opportunities and rewarding top advocates for their efforts.

ENTERPRISE



Event Engagement

Provide opportunities for networking before, during, and after events, whether virtual, hybrid, or in-person.



Nested Communities

Make it easier for users to find groups of interest while maintaining branding and security are maintained.



Microsites

Create and manage independent websites for specific uses such as an annual conference or large user group.

OPTIONAL



Learning

Create an integrated learning experience with webinars, forums, and courses while tracking and rewarding progress.



Events+

Manage events such as webinars or user group meetings within the community, allowing registration and tracking attendance. Personalize fees and options using activity data and automatically keep attendees up to date.



Communications

Take community communications to the next level with automated campaigns and emails targeted based on community activity.



Mentorship

Allow customer to sign up to mentor or be mentored by fellow users – sharing knowledge with the next generation.

WE SPEAK YOUR LANGUAGE

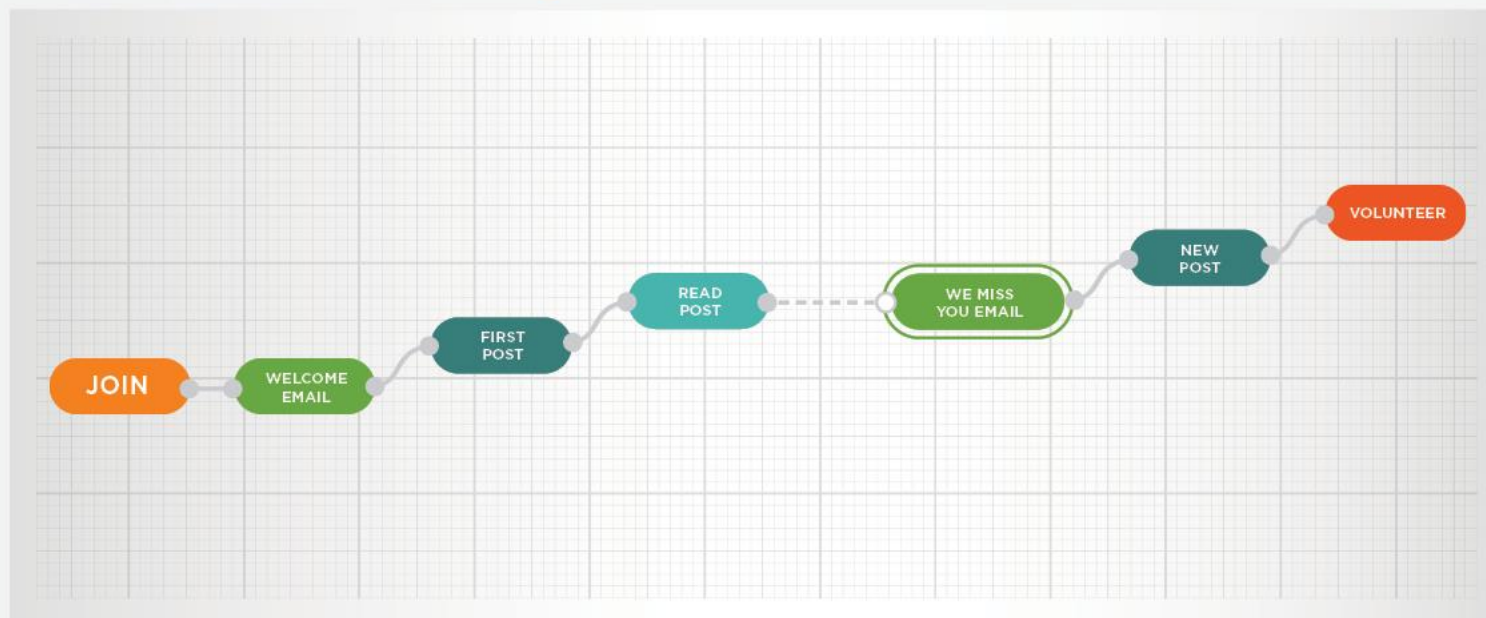
out-of-the-box-campaigns + strategy

- ➡ New Member Onboarding
- ➡ Event Topic Sourcing
- ➡ Certification
- ➡ Engagement Data
- ➡ Organic SEO
- ➡ Ad Revenue

ONLINE

COMMUNITY

CAMPAIGN | **we miss you**



At Higher Logic we have learned that true customer success means you have a team supporting you throughout your engagement journey. A product is not solution without a great team.



Customer Success

Lead

- Collaborates on the strategy & builds the path to get there
- Brings best practices and experiences to your world



Onboard and Launch

Guide

- Provides guidance on configuration & early wins
- Orchestrates the site provisioning, build up & launch activities.



Education and Support

Empower

- Builds curriculum based on your role, provides a framework on continued learning.
- Supports new feature education and emerging use cases.

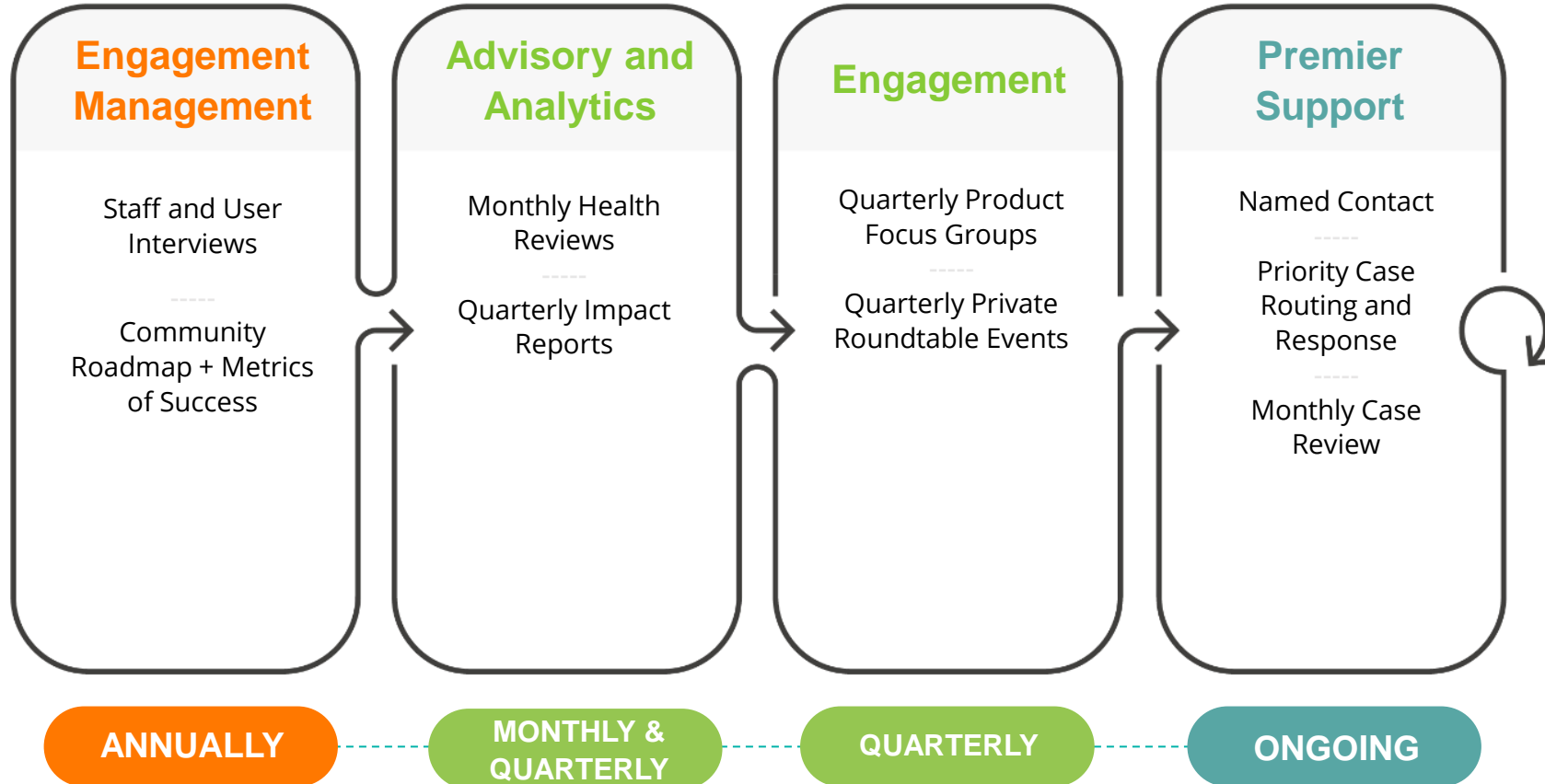


Higher Logic User Group

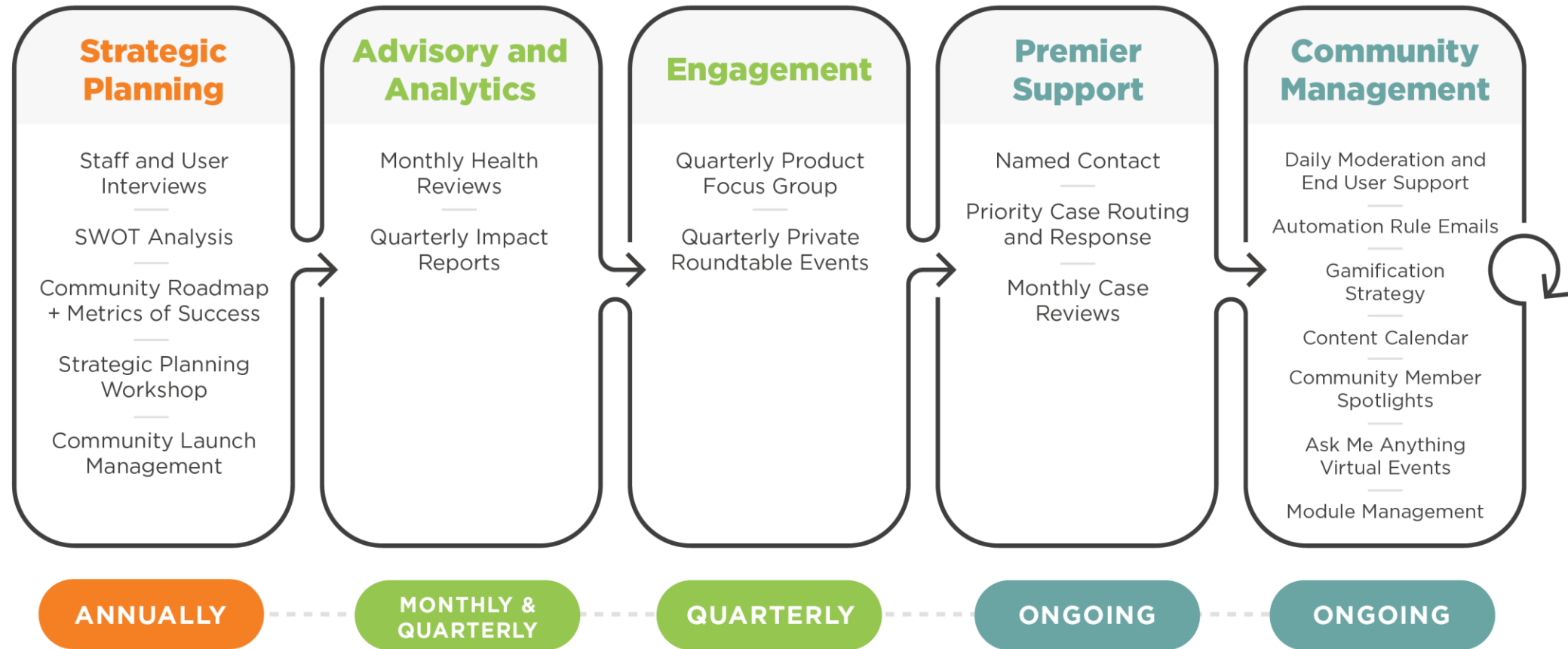
Connect

- Your place to engage with others like you - join conversations on uses and needs.
- Access to experts in community, design & engagement.

Community Advisory



Community Strategy & Management



Over 2,600 happy clients

HealthStream™

aruba
a Hewlett Packard
Enterprise company

Adobe

Rotary

corptax®



imperva

workfront

TechData

QUICK
BASE

qualtrics.

RA Rockwell
Automation

VMUG
VMWARE USER GROUP

American
Cancer
Society®

Trimble

pitney bowes

JUNIPER
NETWORKS

CHANGE
HEALTHCARE

GENESYS™

CLARK
CONSTRUCTION

BROADCOM

FORTINET®

jama