success

engagement

community happens here

support

experience

higher logic

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

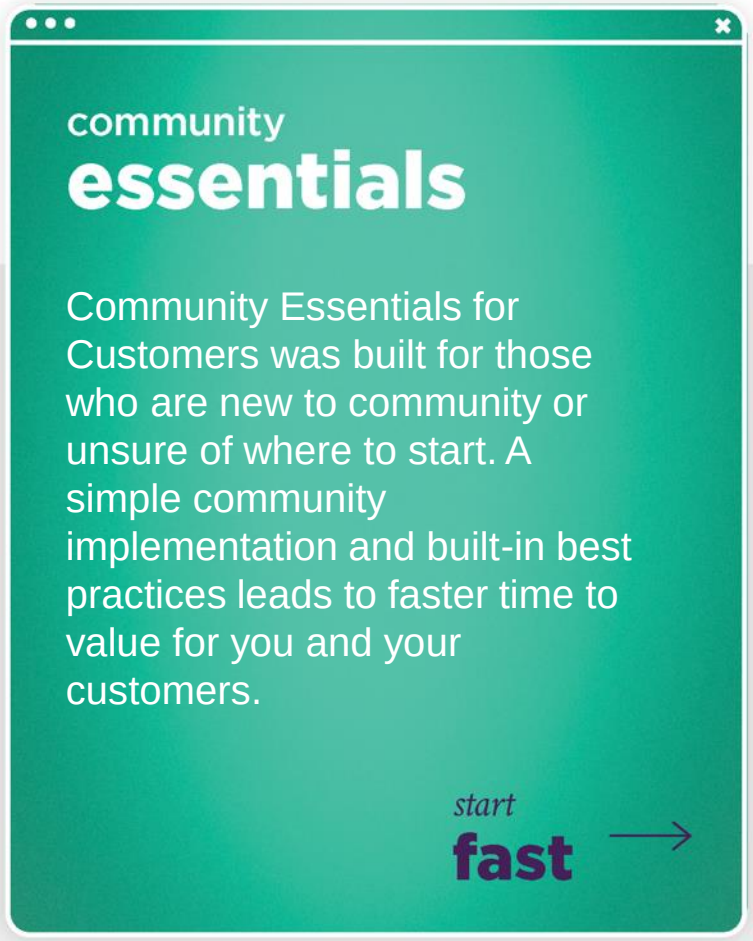
one size does not fit all

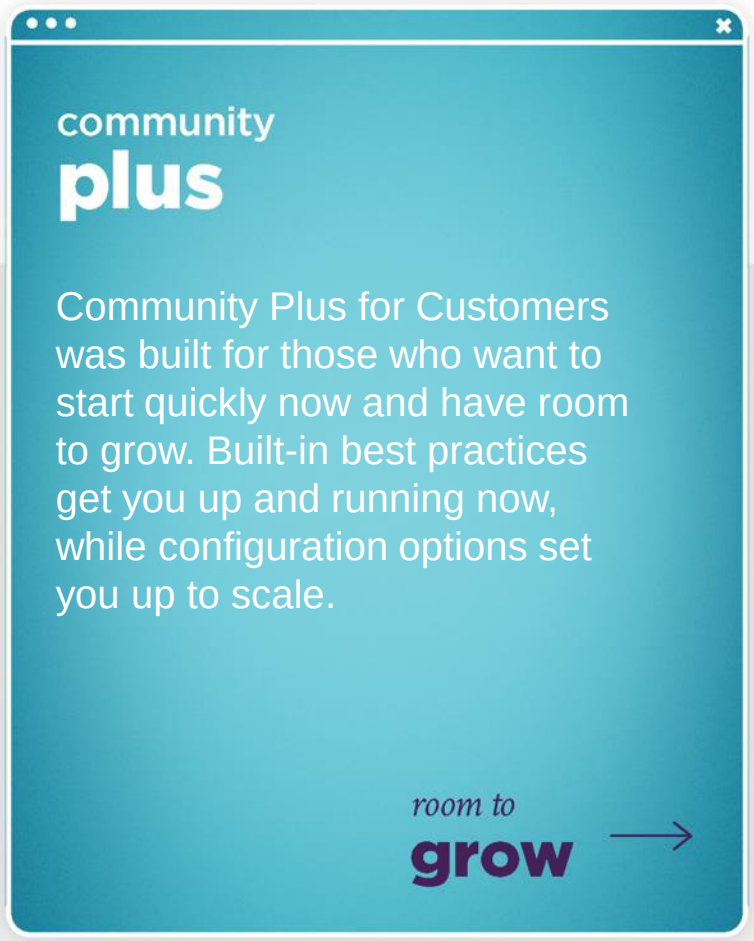
higher logic has purpose-built solutions that fit your needs:

→ 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

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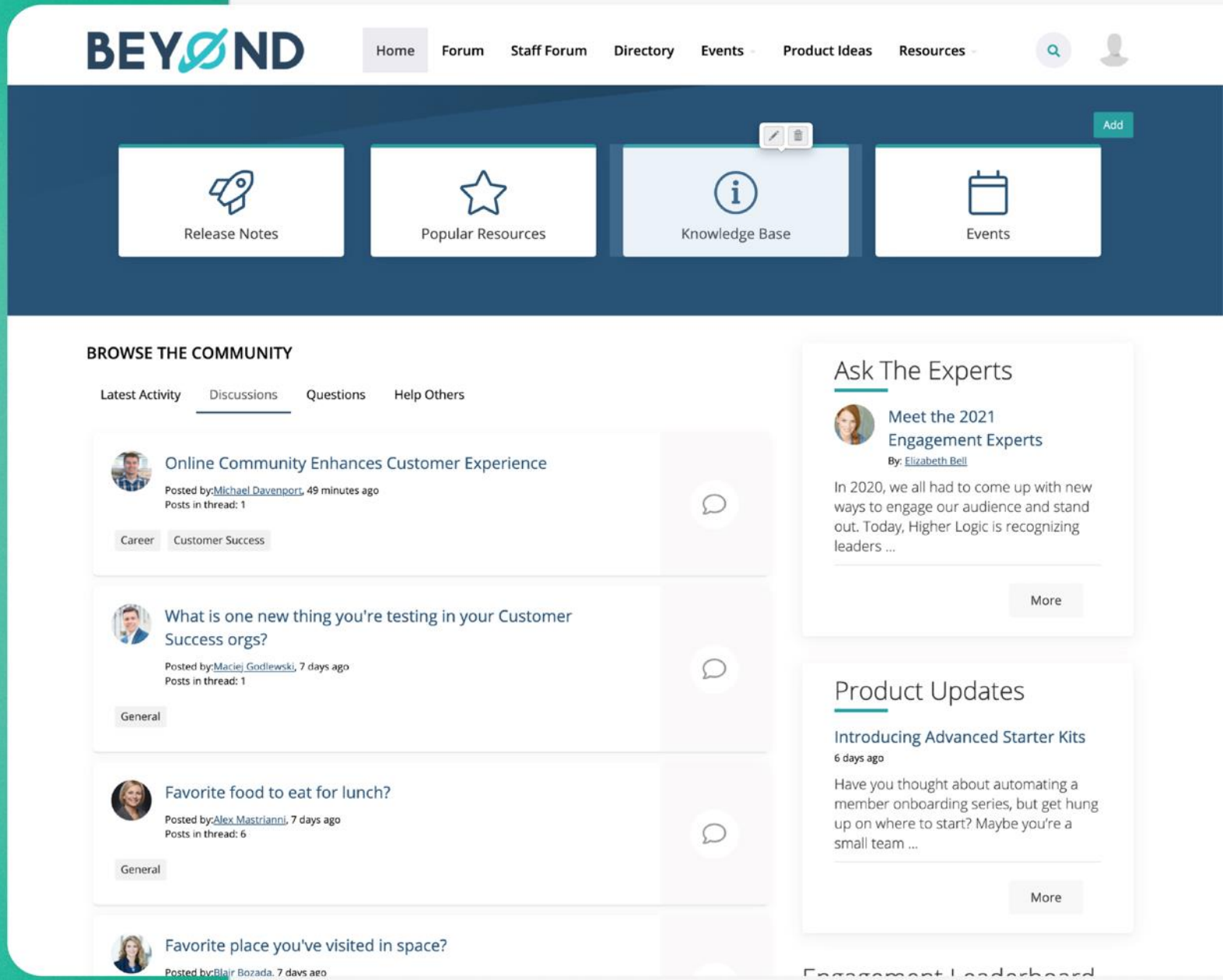

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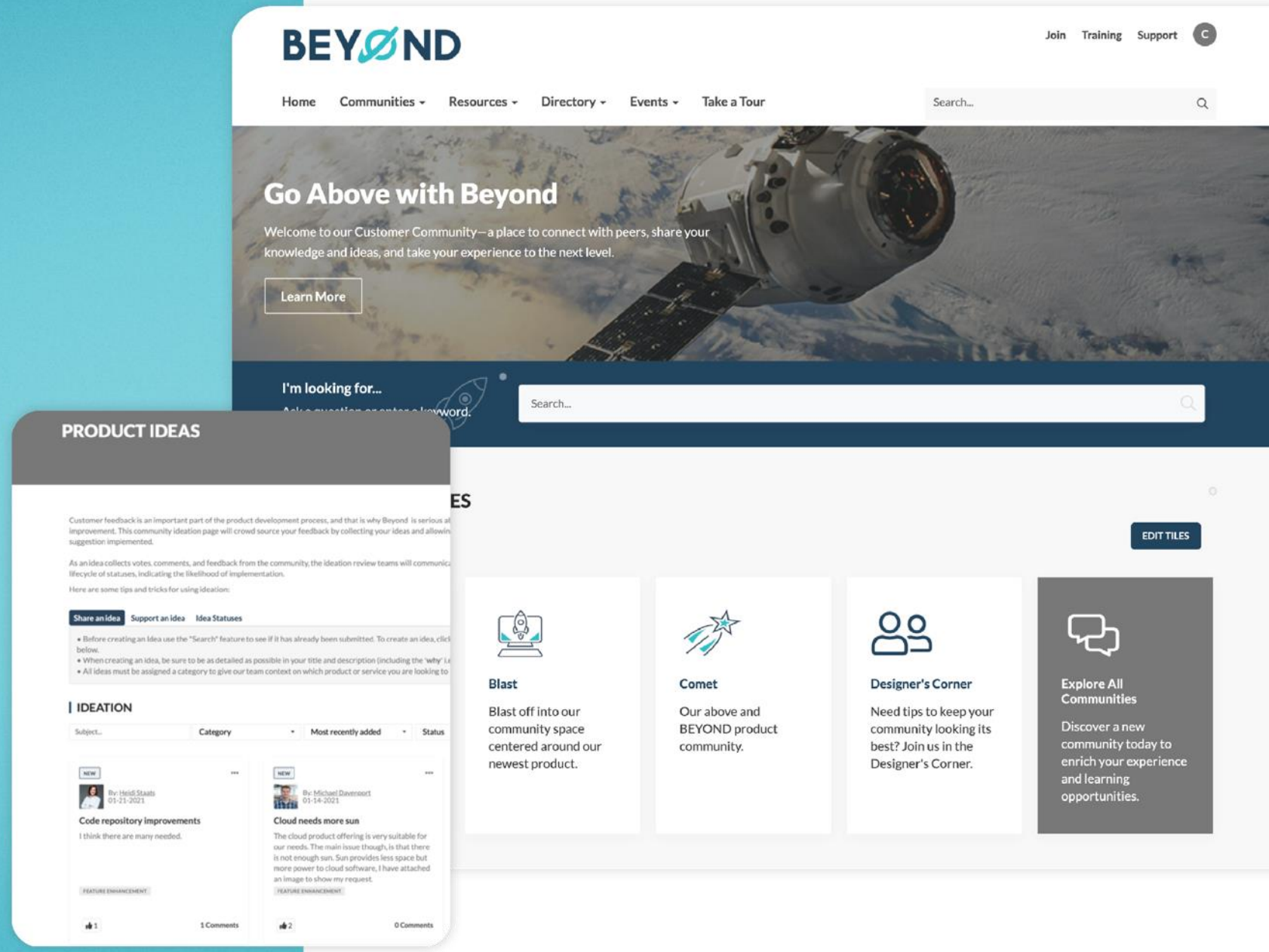

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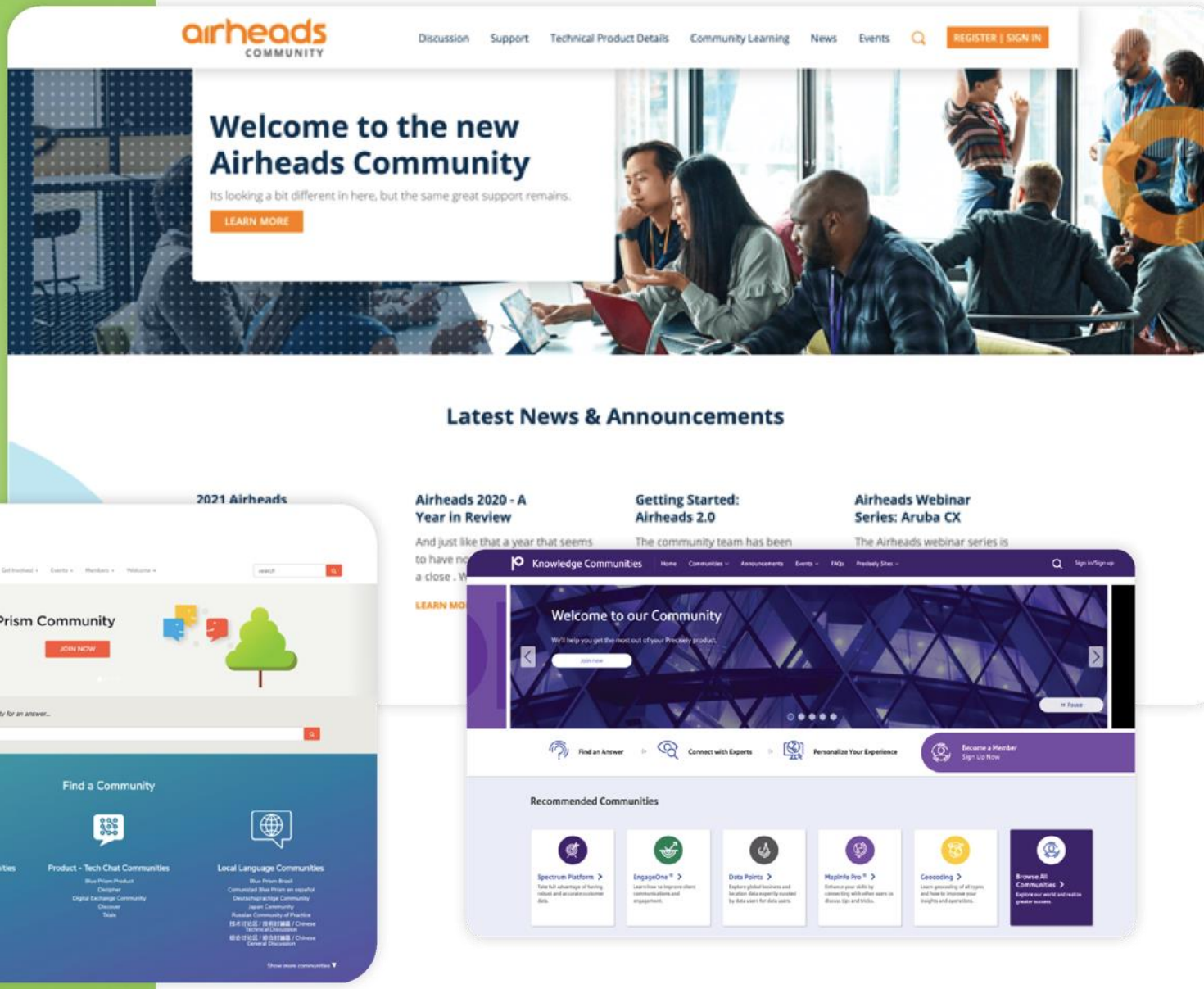


community features

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.

Gamification

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

Q&A

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

Event Calendar

Provide a single source of updated information for your events.

Advertising

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

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.

Blogs

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

Directory

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

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.

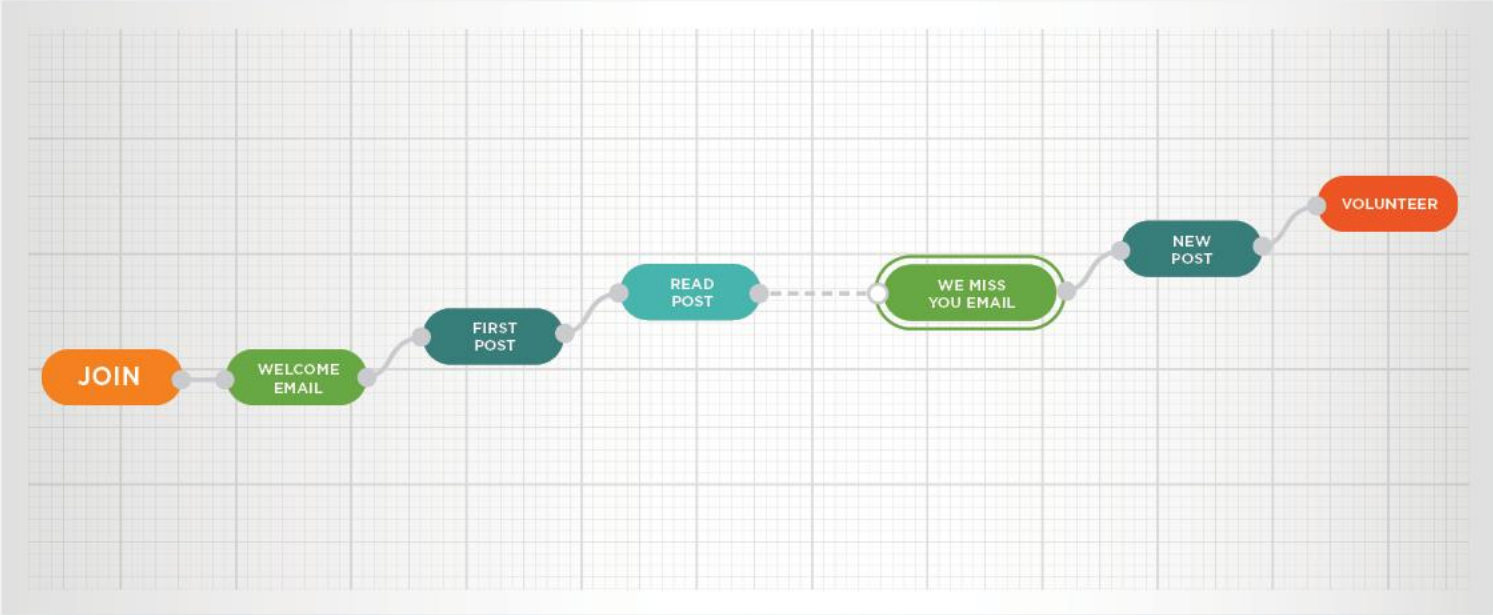
WE SPEAK YOUR LANGUAGE

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

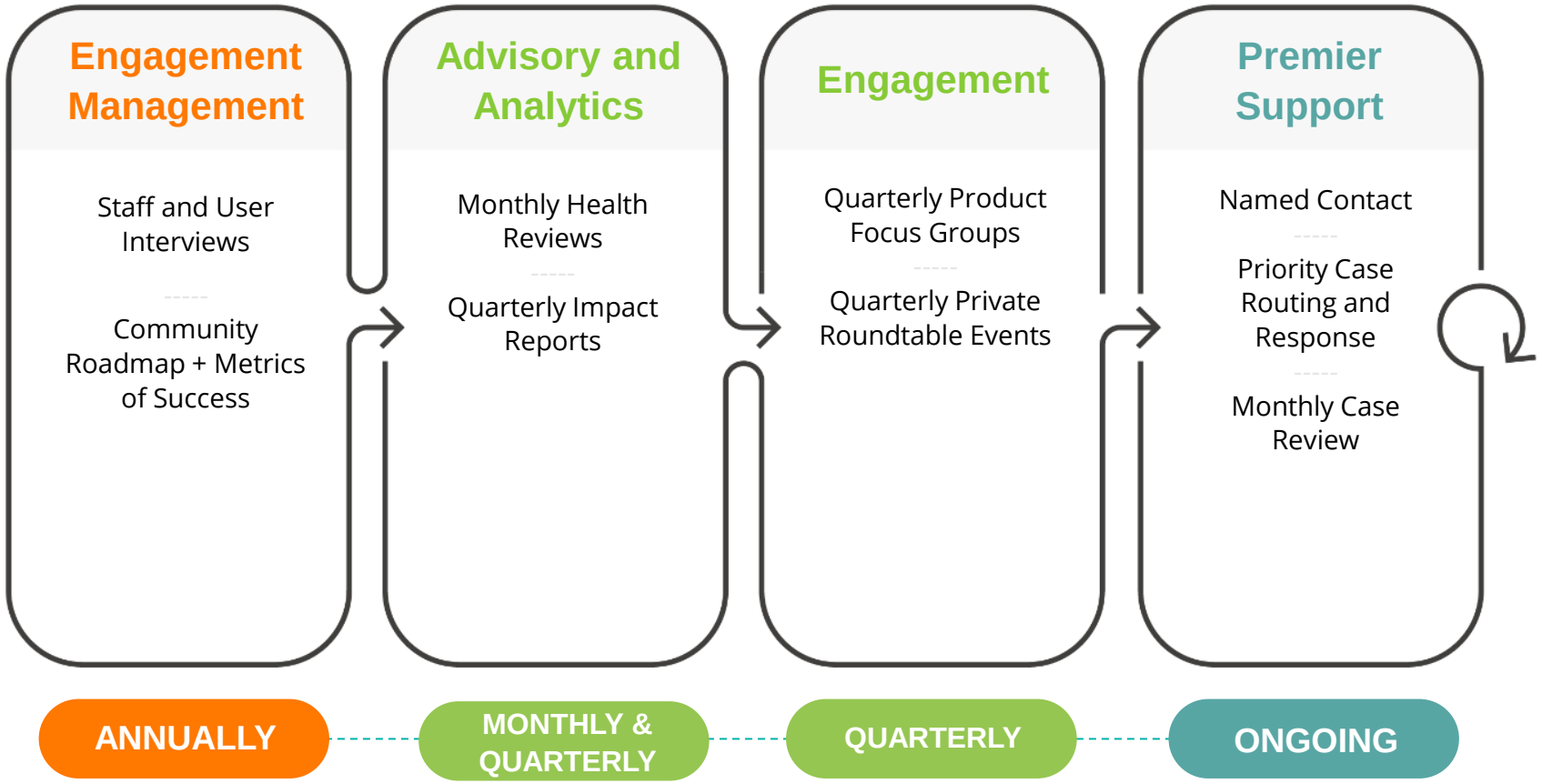
- Builds curriculum based on your role, provides a framework on continued learning.
- Supports new feature education and emerging use cases.

Higher Logic User Group

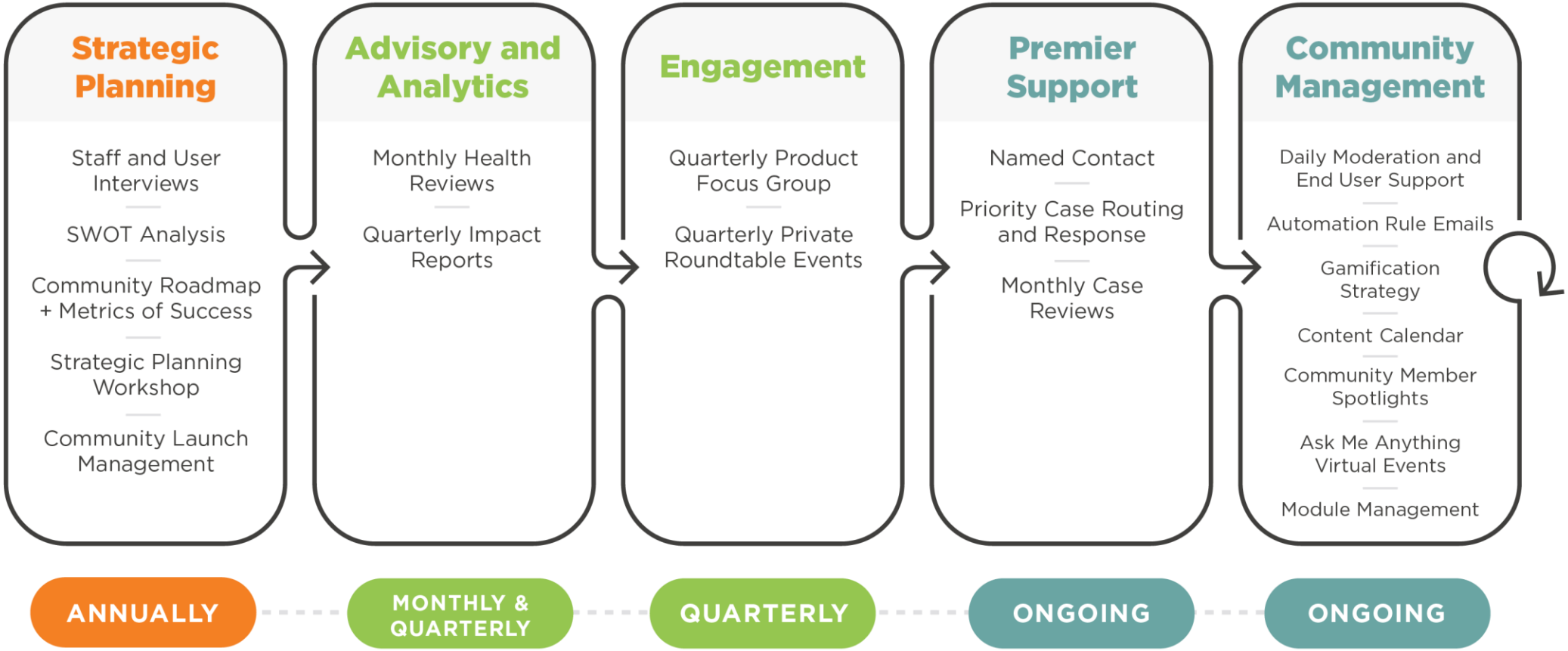
Connect

- 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