



The Story:

Customer Advocates

Microsoft wanted to partner with customer advocates to help accelerate the adoption of O365 pre-, during and post-product launch, primarily through user-generated content and peer support. The goal was to use a community model to:

- Publish and syndicate expert content
- Offset support costs
- Increase adoption of additional product components
- Improve and maintain customer satisfaction
- Become the standard for a global rollout



ComBlu Deliverables

- Designed community strategy and executed a pilot as a proof of concept
- Developed business and functional requirements
- Provided community management best practices
- Identified, recruited and onboarded advocates
- Created a strategy and process to engage with advocates to create multiple types of content:
 - Blogs
 - Webinars
 - Event presentations and workshops
 - Support documentation
- Implemented a gamification strategy to incent and reward peer support in customer-facing forums
- Established KPIs and measured community performance
- Socialized the program across the business groups



Impact

- Beat SLA and answer rates
- Outperformed branded content in visits and views
- Exceeded content production goals
- Increased discoverability in search rankings
- Drove product adoption and use
- Scaled community footprint and grew membership
- Set the global program standards and benchmarking