Developing B2B Social Communities for Growth, Innovation & Customer Loyalty
Shared by J.J. Lovett, Director of Communities at CA Technologies

SNAPSHOT

THE CHALLENGE
Transform a computer software company's flailing regional user program.

THE GOAL
Unite a company and customer base through online communities.

THE OUTCOME
An establishment of order, reliability and value to the online community.

THE CHALLENGE

CA Technologies creates software that fuels transformation in the application economy. The company has grown considerably over the years through organic development, acquisitions and a brand name change, leaving inherent challenges and brand identity issues for customers and former employees across the globe.

With over 300 regional user groups and no real order or organization behind them, CA Technologies' communities lacked governance and management, including an absence of external forums and a diffused network of tools.

The cultural adoption of communities at the senior level also posed a challenge, due to these executive's guarded and closed-off nature when it came to the use of communities for customer interaction.

THE GOAL

Scale engagement through online communities for better resource management use within CA Technologies and more widespread effective communication with their customer base. The community team also had the challenge of creating awareness internally to help the executive level better understand the importance of community.

THE OUTCOME

The community team revolutionized CA Technologies' online presence by enabling cross-functional customer and partner engagement at all points through the customer journey.

They also transformed their community platform from a home-grown system to Jive, gaining the attention, support and engagement of executives and stakeholders across the company.

J.J. Lovett
CA Technologies

" At the beginning we seeded the majority of content for our customers in the community, but over time that converted to the customers being the majority of user generated content creators. By demonstrating the desired behavior first, it got these users to catch on."

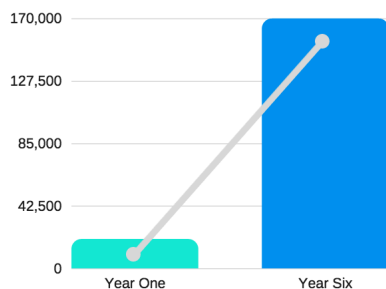J.J. Lovett, Director of Communities
CA Technologies

SUCCESSES

CA Technologies online presence grew from 20,000 to 170,000 users in 6 years.

To help prove the community's growth and justify it with executives and stakeholders, J.J. and his team performed an internal benchmark based on the Community Maturity Model (CMM) from The Community Roundtable. They used different competencies from the CMM (ie: Leadership, Culture and Tools) to better understand, plan for and assess the performance of their community and easily educate executives in a visual way.

J.J. and his partner, Sam Creek co-authored a book (*Developing B2B Social Communities: Keys to Growth, Innovation, and Customer Loyalty*) on B2B community management to help further create awareness internally on the importance of using online communities for growth, innovation and customer loyalty.

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THE TAKEAWAYS

1. **Get Executive Support –** Build relationships with stakeholders and put in a constant effort of engagement maintenance with them to continuously stress the importance of community.

2. **Organize for Scale –**Successful communities have models that are scalable and provide their users and stakeholders autonomy while maintaining a centralized management hub coordination for the purposes of consistency and clear communication.

3. **Learn How to Measure Community –** Be as straightforward as possible and use one type of measurement for your goal. The *State of Community Management* research has shown that community practitioners should measure what you want to see, not what you have. Learn more here: the.cr/ socm2016LDN