



(Roundtable) Power Up: Building Relationships with Super Users

SNAPSHOT

SPEAKERS

Nilsa Fragoso (Verizon), Tuvy Le (Alteryx), and Kelly Schott (TheCR)

COMPETENCIES

Leadership

MATURITY PHASES

CMM1, CMM2, CMM3

HIGHLIGHTS

1. **Interested in the best practices associated with developing super user relationships?** Read on for two first-hand case studies.
2. **Looking for keys to success for a super user program?** Tuvy shared what she believes to be her 4 keys to success.
3. **Wondering what the best motivator is for super users?** These 2 motivators are far more effective than swag and will earn you loyalty from you super users.

OVERVIEW

- Kelly asked participants to share whether or not they have a super user program/ambassador program and how long it's been in existence.
 - One member does not have a formal program in place, but they do various ad hoc initiatives. This participant would like to formalize their program and was on the call to learn.
 - This participant has just kicked off a program, but it is still in its infancy. She was on the call to learn.
 - This participant is putting a plan together to sell a super user program internally. His hopes are to kick it off next quarter. He was also on the call to learn.
 - One participant is re-launching their super user program and would like to learn how to sustain engagement as the last program seemed to have had only seasonal success.
 - Six others do not have a super user program, but were on the call to learn.



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CASE STUDY - VERIZON

- **Background Nilsa Fragoso.** Verizon has 2 communities – the Fios Community and a wireless community. Nilsa has been responsible for the Fios community for the past 5 years.
 - Fios was launched in 2008 as desktop only. In September of 2016 they launched a Mobile Responsive Redesign.
 - Their platform is Khoros. The customer experience is self-serve, crowdsourced and expert driven.
 - The Fios community is a pay-to-forward type of community where the super users are highly active and engaged members of the community. They offer subject matter expertise and create more than 80% of the content currently housed in the community. These super users drive business value largely through the volume and quality of their posts and their active participation.
 - These super users come from all walks of the organization. They can be software engineers, network engineers, telecomm engineers, chief information officers, etc. This allows for a wide range of subject matter expertise.
 - There are only 14 super users, largely due to structural changes recently within the organization.
 - They have approximately 800K monthly in accepted solution views, which is what drives a majority of the traffic into the community.
 - Once an answer is marked as a solution, it is brought forward to the internal teams to ensure accuracy. In the event that it is not completely correct or something is missing, it is immediately removed as a solution.
- **Becoming a super user/community leader.** In order to become a community leader, certain criteria must be met:
 - Users must be actively engaged in the community.
 - They must demonstrate subject matter expertise in one or more of Verizon's products/services.
 - They must provide valuable answers to the community.
 - They must show authentic and positive communication.
 - They must be polite and professional.
 - Once they become a community leader, they are given a community leader rank.



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CASE STUDY - VERIZON, CONT.

- They must adhere to the community leader guidelines.
 - They have access to the private board where they can engage with the support team and the admin team. They have access to the eCommunity Manager via text, email or DM.
 - They also have access to internal resources for assistance.
 - They have access to senior level executives.
 - The top 1 or 2 contributors are invited to attend Verizon's annual conference in Vegas. Lodging and travel are included.
 - Super users are provided with exclusive offers to drive deeper engagement and sales.
- "How to" videos. Super users are enlisted to support and create content.
- They create videos to answer common questions that drive call volumes.
 - They are involved in the ideation and beta testing.
 - They are provided with "sneak peeks" of new products and upgrades in a private board.
 - They are invited to product launches, offline touches and promotional events.
 - They are empowered to share their excitement and information of new products and upgrades.
 - They are given SmartPhone devices.
 - They meet monthly to talk about anything and everything that has to do with products and services.
- Lead to succeed program. They are looking to implement a customer "Lead to Succeed Program" where the super users receive points for things like speed upgrades, router upgrades, wireless, etc.
- Both the moderation team, Nilsa and a few other members will monitor the contribution and engagement of the super users. They also invite community leaders to let them know how they feel about any new members and their contributions to the community.
 - They are given guidelines for minimum posts required each month.
 - They are re-evaluated every 6 months.
 - If the community leader becomes less engaged – something that Nilsa notices immediately – she will reach out to him/her to find out why. She works hard to get them back by letting them know that they are missed and that their contributions are valued. Sometimes it is just a life event that has slowed their engagement – moving, a big project at work, etc. – and when the event is over, they return to their normal level of engagement.



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CASE STUDY - VERIZON, CONT.

- **Tracking.** Regardless of the method that's used or whatever medium used to send the how-to video, it can be tracked. The social team uses Sprinklr vs. Khoros. This allows them to track the impact on the business, whether that be higher resolutions, support cost savings and/or increased traffic.
- **Key differentiators.** Nilsa explained that they have Agile to meet trending topics. The how-to videos on these trending topics are prepared by the community leaders. There is no charge for the videos and they provide simple answers to common questions.
- **Do's and don'ts for the how-to videos.** The videos must include the following criteria:
 - A quick intro with the name or community name and title (Community Leader).
 - Very importantly, the community leaders must include a disclaimer that states that the video contains content that is NOT created by Verizon.
 - The videos must be produced in HD.
 - Must be professional.
 - Must have some basic editing.
 - Average time is 3-4 minutes. Ad hoc snippets are 30-60 seconds.
 - All videos require a Video Release Form.
- **Phases.** Many people are interested in watching videos. The phasing, i.e. a series of videos on trending topics, have been met with much success.
- **Ad hoc videos.** These have to do with videos that are created in real-time on trending issues. These are created quickly and then taken down quickly as soon as the event is over.



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CASE STUDY – ALTERYX

- **Background Tuvy Le, Alteryx.** Alteryx is a software company with a self-service data and analytics platform. Tuvy has been with Alteryx for the past 2 years and is based out of Colorado.
 - Their platform is very data-agnostic, which enables them to serve all types of customers.
- **Ace Program Mission.** To enrich the analytics community with insights and an inspiration to innovate. Their goal is to focus on global reach and create a shared value system that will be scalable and measurable.
- **Ace member profile.** This is broken down into 3 categories: People, Perks and Inspire.
 - **People.** ACES are top contributors and internal champions. They have product certification, they participate in speaking engagements, advocacy activities, mentorships, reference calls, etc. They submit use cases, are blog authors and enjoy brand awareness through LinkedIn, Twitter, etc.
 - All ACES must be customers and/or partners. There are no internal members. The partner footprint is about 1/3 out of the 32 total ACES. Partners have more of an incentive to engage, but Tuvy said that they do a good job of not using their position as a sales tool.
 - **Perks.** ACES are featured on the ACE program page, they enjoy community recognition, they are given exclusive ACE swag, they participate in feedback sessions and case study participation. They enjoy advocacy opportunities and are invited to the Global Kickoff. They can do this now because there are only 32 ACES. Tuvy realizes that this perk may be limited as they grow. The ACE lounge, which is a closed-off area in the community for which they have exclusive access, is another perk for the ACES. Resources are there and they can get quicker responses. They participate in the Slack channel with AYX developers and early beta testing. ACES must sign an NDA.
 - **Inspire.** This is the biggest conference of the year – Inspire US and Inspire Europe. ACES get free tickets to the conference. All super users are expected to have content to share at the different tracks. At the conference they enjoy VIP experiences and a private feedback dinner with C-level executives.



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CASE STUDY – ALTERYX, CONT.

- **Keys to success.** Tuvy listed four keys to success:
 - **Buy-in.** This is key. It will be easier to get buy-in if you can give them something to show for their engagement. Buy-in from all the teams across the organization is huge, but that buy-in is what helps them to truly put customers first. Tuvy is such an advocate internally and externally for these ACES. They are so passionate, so she believes that she must equal that support.
 - **Budget.** This can be a challenge because it's not part of sales; it's part of community. Tuvy has to show how their passion and role can turn into tangible cost savings, i.e. cost deflection, helping to close deals, etc.
 - **Balance.** When Tuvy first started, no one owned the program. The program ran on its own, but not much happened. Tuvy pushed to own it full time and that has really helped ensure engagement. Tuvy doesn't believe that this can effectively be a part-time role.
 - **Build.** It's important to have localized support. If they see the value in the program, they are more likely to support it, even if they are not a part of the community team.
- **Timeline.** Engagement includes content creation, events, program management and ACE induction. Tuvy reviews their activity twice per year (induction is twice per year). They like to have new people inducted in order to keep it fresh.
- **#acefamily.** Tuvy uses this quite a bit because the ACES truly feel like family. Tuvy has a "What's App" channel with her ACES. These ACES engage not only with the community, but have also formed friendships within themselves.
 - Tuvy shared that people in a program like this just want to be heard. You can really gain a lot of support if you are transparent and help them to feel that they have a voice. Tuvy said that you will see their loyalty and engagement returned equally if they feel heard.



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LESSONS LEARNED

- Kelly asked Tuvy what she felt were key skills needed to run a successful super user program.
 - Tuvy said that she does not come from a tech background at all. In fact, her background is kinesiology. However, she has always been client-facing and, therefore, feels that it is important to have self-awareness, empathy and patience. Community background would be nice, but that can be taught easier than these skills, which are more innate.
 - It's also important to remember that you are working for the company as an advocate.
- The ability to have face time with C-level executives is definitely a top motivator for super users. C-level attention and feedback dinners are far more motivating than the swag. It helps them to feel more valued.
 - Even the recognition in the community or being highlighted as a top solution provider can go a long way in keeping these super users engaged and motivated. Fortunately, it doesn't take a lot of money or time.
- As the company grows, it's important to keep a balance between what's right for the program and what's still beneficial for the company. These are personal relationships, so Tuvy feels that it's important to maintain the integrity of the program. That can be a challenge and, admittedly, Tuvy hasn't yet figured out that balance. However, transparency is key. Nilsa agreed.