Nurturing Super Users to Cultivate Success
Shared by Ryan Arsenault, Community Manager at Mimecast

SNAPSHOT

The Challenge

Recognize and reward global customer advocates through a comprehensive program that integrated into their existing community program.

The Goal

Decrease support call volume and expand the breadth of knowledge available to customers, while still providing customer delight and improving Mimecast products through feedback.

The Outcome

The Mimecaster Central "Legends" Program rewards the most active community champions who continue to offer Legendary assistance to their peers in their support community.

THE CHALLENGE

Mimecast makes business email, web and data safer for thousands of customers and their millions of employees worldwide. Mimecast's cloud-based security, cyber security awareness training, archiving and continuity services protect email and deliver comprehensive email and web risk management.

Using a community support model has proven effective for the Mimecast team, but they struggled to really connect with super users, and leverage the power of an active and engaged community to aid in support initiatives. In 2015, year one of Mimecaster Central, the community did not yet have its customer-led "voice."

THE GOAL

As the official support community of Mimecast, the aim of their Legends program was to nurture their most active and helpful customers, so these super users lead in the community with their Mimecast tips and experience. Mimecast thus wanted to better educate customers, make them more self-sufficient, and in turn drive down support call volume.

However, a secondary goal arose to cultivate Mimecast champions and improve products with a direct line to Product Management, including exclusive calls, shared product ideas and more.

Dedicated badge for Legends

Participating Users

350
280
210
140
70
0
EOY 2015   EOY 2016   EOY 2017

(Average number of unique users
participating per month)

Jumpstarted by Legends' leadership, overall participation in the community grew over 3x in just two years

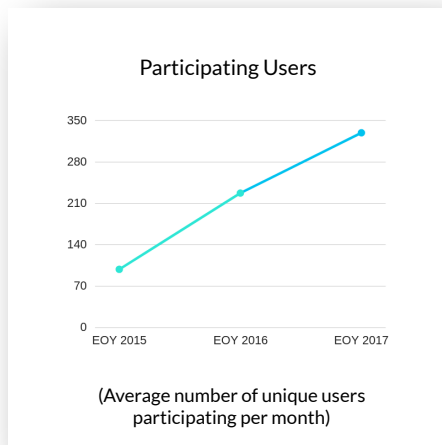**A Mimecast Legend and her exclusive hoodie**

THE OUTCOME

The Mimecaster Central "Legends" Program was kicked off in 2016, and offers select champions:

- Exclusive badge designation
- Access to a private Legends-only forum
- Participation in exclusive feedback calls with Mimecast Product Management
- Random acts of delight and other goodies

By engaging a select few community members as "Legends" and nurturing them, Mimecast has not only seen the number of quality responses increase, but great strides in their "Active" (logged into Jive) and "Participating" (actively engaging/performing activities) users, year over year.

THE TAKEAWAYS

1. **Nurture Your Super Users**: The Mimecast Legends program was born out of the idea to recognize and cultivate relationships with existing super users. By creating a special designation and programs just for champions, Mimecast found a community "voice" to help jumpstart great customer engagement.

2. **Cultivate Customer Success:** The average number of customer support cases decreased by almost 9% YoY FY2018. Beyond this, through the Legends program, these power users have contributed a foundation of great content for thousands of customers to come (i.e. one Legend's "Top 10 List" for new customers has made an impression of over 10,000 views, and is cited frequently by both customers and internal staff).

3. **Customer Success Starts 1-on-1:** Building relationships one at a time with their community champions, recognizing their helpfulness, and keeping them engaged has led to over 15 active community "Legends," from zero a couple of years back. These dedicated super users have spearheaded the growth of customer participation *over 3x in two years*.