Nordic Semiconductor Delivers an Engaging Community Experience and Streamlines Support with Verint

Region

Norway

Solutions

Verint® Community™

Industry

Technology

Results

- Increased public support cases from 56% to 63%.

- Unified ticketing and community system.

- Increased operational efficiency.

- Delivered agile and rewarding user experience.

- Enhanced community security and data privacy.

Opportunity

Nordic Semiconductor specializes in ultra-low power wireless chips for use in consumer electronics, such as wireless PC peripherals, gaming controllers, sports and fitness sensors, toys, and set-top box remotes. The Norwegian organization serves an international customer base of technology businesses.

Until recently, Nordic Semiconductor had more than 60,000 registered users and more than 40,000 requests logged in a ticketing system called 'MyPage' which customers used to request specialist support with development projects. An online public community named 'DevZone' also existed through which developers could seek help and information from their peers about using Nordic Semiconductor's products in their projects.

Managing the two platforms side-by-side resulted in duplication and inefficiency. Users had two separate log-ins and it was not possible to check whether a case had been raised in the DevZone before creating a support ticket in MyPage. Both systems needed to be upgraded and customized with features to enhance the user experience.

In taking on these upgrades, Nordic Semiconductor also wanted to reduce the demand placed on its team of support engineers. This would happen in two ways: by running the ticketing system and its online community through a single platform; and by adapting the community to make it easier for users to source information and development solutions from peers.

Solution

The award-winning creative technology agency 4 Roads was engaged by Nordic Semiconductor to build a new platform to support the two existing systems. Verint® Community™ was chosen to underpin this platform, with a specialist application for the ticket application built by extending the Verint Community solution through supported APIs. Eivind Sivertsen, Online Presence Manager of Nordic Semiconductor said, "We chose 4 Roads because of their extensive experience with the Verint Community platform… The spirit of 4 Roads' staff is always forthcoming and can-do, making them a very attractive partner for our projects."

The new interface was designed from the ground up to encourage users to create public support tickets before creating private tickets. Now, when a ticket is raised within the community, a support engineer is presented with a dashboard containing supplementary information to accelerate resolution, including the user's previous cases, interactions, and the user profile.

Using the Verint Community rule engine, 4 Roads was also able to establish a series of custom rules for the Nordic Semiconductor community pages. This enables the company to offer unique and engaging features to its user base and encourage wider participation.

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These include gathering information on users' voting, tagging of content, provision of answers, and whether these answers are rejected or accepted. These actions trigger the granting of privileges and the awarding of badges to users, which, in turn, enhances their status in the community. For instance, if a thread is viewed more than 1,000 times, the originator and/or key contributors can be granted a reward. The new sites also now run multi-factor authentication to provide users with additional peace of mind that their information and discussions are secure. It also acts as an OAuth identity provider for other systems in the Nordic Semiconductor ecosystem.

4 Roads was responsible for the build and managed the move. The migration involved porting all user information and ticketing details from the two existing systems to the single Verint Community system. This included transferring user scores, reputation details, 30,000 forum posts, and all personal information.

Benefits

One of the aims was to maximize the number of support cases appearing on the public forums. Using DevZone, Nordic Semiconductor has increased the volume of public cases from 56 percent to 63 percent and reduced the number of private cases from 44 percent to 37 percent. Moreover, the volume of support cases processed in three months during 2018 is unchanged from the same period the previous year. This means queries are being channelled to the community instead of directly to Nordic Semiconductor—reducing the burden on the support team and eliminating the need for additional support resources.

In addition, the move to a single unified system has resulted in the following benefits:

- Increased efficiency by removing the burden of managing two separate platforms.

- Replacing the existing ticketing system with an application that sits inside the community pages to facilitate the submission of private messages streamlines engineers' workload.

- Questions that arise in public forums—and cases that come in via private messages—are managed in a single location. Support engineers no longer jump between two systems.

- The satisfying and rewarding community experience means more users take queries to the community rather than directly to Nordic Semiconductor— further increasing support team efficiency.

- Users now have a single repository for their profiles and reputations. They also benefit from a more conducive environment from which to access peer support. The enhancement to the user experience includes easier search, access to more content from which users can extract information, and more relevant information being served in search results.

- Users now enjoy a seamless experience. Separate logins to the ticketing and community systems have been replaced by a single log-in. Moreover, when users first access the system, they can log-in with either set of credentials. After this, they can then merge their two accounts into a single account.

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