



CHERWELL SOFTWARE CREATING A SEAMLESS ONLINE EXPERIENCE THROUGH THE DEVELOPMENT OF A SUPPORT COMMUNITY AND A COMMUNITY-DRIVEN MARKETPLACE

Cherwell Software uses Telligent to enable greater engagement across its communities and to also power its mApp Exchange.

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Background

Cherwell Software is a leading developer of IT service management software. Its software empowers businesses through the creation of easy-to-use service and asset management solutions. It delivers pragmatic and cost-effective capabilities that enable rapid, agile service design and integration, and allow the creation of user interfaces that can transform service delivery.

4 Roads is a team of technical business strategists and developers that helps organisations optimise their online presence, develop cutting-edge technology, and build powerful digital relationships. With specialisms in consulting, and building and maintaining online communities, 4 Roads was approached by Cherwell and asked to implement a new community and an application marketplace.

Challenge

During a refresh of its marketing website, Cherwell also wanted to consolidate other online destinations. These destinations were its existing online community, an online marketplace called the mApp Exchange, a global conference site, and private areas for partners and other speciality groups.

Solution

Telligent was chosen by Cherwell as the software it would use to power this consolidation project. Once this decision was taken, Cherwell needed an organisation with expertise in implementing Telligent communities. Online research and a series of partner interviews led them to engage 4 Roads.

“This development wasn’t a typical Telligent implementation,” said Jason Turner, Corporate Web Development Manager, Cherwell Software.

“We weren’t using Telligent to host a basic community, we wanted a platform that could empower us to build other things, and for that we needed specialist expertise. 4 Roads had everything we needed.”

4 Roads started development using Telligent Version 8.0, but to deliver exactly what Cherwell required it was necessary to add multiple layers of customisation.

The existing Cherwell support community, its users and content, needed to be migrated to the new platform. Once on Telligent, Cherwell could then assume full control of its user data in a way it hadn’t been able to do beforehand.

Cherwell’s existing mApp Exchange was also migrated to Telligent. This allowed the addition of much-needed functionality and helped turn the destination into a true community-driven exchange. The migration meant partners and customers could collaborate and share mergeable applications (modules) that integrate with Cherwell’s Service Management solution.

Features

In addition to the mApp Exchange, and the global conference site, using Telligent to host its community pages allowed Cherwell to benefit from integrated features and customisations.

- The main Telligent site now has three distinct areas – community forums, community groups, and the mApp Exchange
- Users can now participate in various discussions and activities through a single account with profiles and reputations carried across the various community areas and applications
- Community member profiles contain privacy settings allowing different details to be displayed based on a user’s relationship with the person who is viewing the information
- The mApp Exchange now has custom forms and workflows related to submitting, approving, and updating content within a media gallery
- A new ideation application allows users to submit ideas to a specific challenge topic and/or vote on previously submitted ideas
- 4 Roads implemented Automated Request Routing. This allowed the URLs of the various sites both within the community and outside the community to appear as one

In addition, Cherwell has all its tools consolidated into a single platform and its distinctive branding can be carried across all its online destinations thanks to the addition of customisable themes, colours, icons, and fonts.

Results

Since the migration to Telligent, Cherwell has gained several benefits. These include:

- Doubling it’s community members
- Increasing insight to community participation through use of a dashboard detailing user activity
- Grew the number of customers helping others through the community
- Increased the number of groups and activity within sub-groups. Private regional groups, and special interest groups have been lively
- Reduced burden on customer support as more peer-to-peer solutions are found to challenges

Since launching on Telligent Version 8.0, Cherwell’s new sites have since been upgraded to Version 9.0 and then on to Version 10. These upgrades allow Cherwell to adopt a new design look and feel improving site navigation.

“Cherwell’s adoption of the Telligent platform, and the customisations we have put in place, mean that future development is now possible without wholesale technical changes,” said Rob Nash, co-founder of 4 Roads.

“We have future-proofed Cherwell’s nest of websites and made it easier for them to make amends to incorporate new features and services as and when they feel this is necessary.”

Vision

With the Telligent community in place, the future opens a range of possibilities that could help Cherwell to scale exponentially.

- Cherwell is considering introducing gamification. This would enable it to award points and rewards, and increase member participation
- Further on, Cherwell would like to gain insight into popular topics and questions posted by its community. This could drive changes in product documentation, training videos, support etc...
- Single sign-on could extend to operate across the community, support portal, and the learning management system
- To make it easier for members to find relevant information quickly, the search interface could expand its reach to cover multiple silos of information – such area as documentation, a knowledge base, training videos, and community forums could all become searchable under a single system

In today’s hi-tech fast paced environment, companies like Cherwell must adapt to their customers growing and changing needs. A thriving community is a key component to Cherwell’s customer strategy.