



Region

Global



Solutions

Verint® Community™



Industry

Software

Results

- Increased members by 25% since 2021.
- Increased content views by 24% since 2021.
- Drives efficiency and self-help for customers.
- Contributes to support call deflection.
- Drives innovation with 25% of development focused on customer-sourced ideas.
- Elevates the voice of the customer.
- Delivers seamless, multi-brand experience.
- Enhances churn prevention.

Micro Focus Drives Efficiency & Self-Help for Customers Using Verint Community

Opportunity

Micro Focus is one of the world's largest enterprise software providers. The \$2.9 billion organization delivers mission-critical technology and supporting services that help thousands of customers worldwide manage core IT elements of their business so they can run and transform – at the same time. Micro Focus has more than 11,000 employees in 48 countries.

The company has been a long-term advocate of using an online community to provide better support, elevate the voice of the customer, and increase productivity. "The original community use case was for support," says Raquel Winkler, Community Manager at Micro Focus. "We wanted to provide a forum for collaboration, engagement, help, documentation, training, and discussion on Micro Focus' 100+ product portfolio."

However, following business acquisitions, Micro Focus was using two overlapping community platforms – when, logically, it made sense to standardize on a single, enterprise-wide platform.

Winkler explains, "We chose to standardize on Verint® Community™ for its flexibility and user experience. We concluded that Verint would enable us to customize the platform quickly and easily. It integrates seamlessly with many systems, and it's very easy to use."

Solution

Working closely with the experienced community consultancy 3sides (<https://www.3sides.co/>), Micro Focus deployed Verint Community as a centerpiece of a showcase engagement strategy across the Micro Focus and CyberRes brands. Live for five years, the Micro Focus Community (<https://community.microfocus.com/>) provides an exceptional pool of knowledge where customers can participate 24x7x365.

Micro Focus' 120,000 community users benefit from an array of intuitive, value-add services, including:

- **Ask and explore:** Ask product-specific questions, start discussions, read product tips and blogs, and submit ideas and product enhancement requests.
- **Knowledge partners:** Engage with community volunteers who are product experts.
- **News from support:** Receive the latest news and updates from the Micro Focus support team.
- **Prescribed labels:** Group owners can define a set of predefined labels. Authors must choose at least one label, allowing for a clear knowledge structure for both users and group managers. This improves the way users search for content.

“If we ever pulled the plug on Verint Community, there would be an immediate ‘red light’ alert with our leadership team. The community is a vital asset in helping Micro Focus deliver a highly engaging experience, innovate faster, and reduce costs.”

Raquel Winkler, Community Manager, Micro Focus

“The visuals and the experience are second to none, says Winkler. “On a daily basis, thousands of customers, partners, and other users are using the community to learn, engage, and submit ideas.”

3sides has played a vital role in the successful Micro Focus community implementation and management. “From journey mapping and implementation to community experience design, the 3sides team adds great value at every step,” Winkler adds. “Their expert technical knowledge, understanding of our business goals, and rapid implementation techniques ensure that Micro Focus benefits from a thriving community.”

Benefits

Verint Community is helping Micro Focus to reimagine the engagement experience, and the benefits are far reaching. They include:

- **Call deflection:** By providing users with rapid, expert answers to their questions, the community deflects support inquiries away from physical support resources. When a question is answered, it is also confirmed. As a result, future users have validated evidence of response authenticity. Deflecting calls from support allows Micro Focus to drive efficiency, help customers self-serve in the community, and allow support engineers to invest their time into providing content that would reach more users through the community.
- **Innovation and churn prevention:** The ideation platform includes point-based voting, moderation of ideas, idea workflow, comments, and many more common ideation capabilities. Previously, Micro Focus had very little visibility into the process. Now, over 20,000 ideas have been submitted to date, of which 19 percent have been voted on, accepted, and delivered as product enhancements for customers. This also contributes to churn prevention, since customers benefit from an enhanced user experience.

- **Elevate the voice of the customer:** The community generates a wealth of user-generated content, which prospects can use to learn more about Micro Focus products and services directly from their peers. To date, more than 2.5 million pieces of content have been created in the community, including forum questions and replies, wiki articles, ideas, and blogs.
- **Support pre-sales engagement:** All of the above is available prior to secure log-in, so prospects can gather a vast array of freely available knowledge prior to purchase. Once a customer purchases a product, they have an additional level of physical and virtual support, further elevating the customer experience.
- **Deliver multi-brand experience:** The community offers a seamless, connected brand experience across both Micro Focus and CyberRes users.
- **Streamline management:** The vast, growing multinational community is managed by a team of six people.

“If we ever pulled the plug on Verint Community, there would be an immediate ‘red light’ alert with our leadership team,” Winkler concludes. “The community is a vital asset in helping Micro Focus deliver a highly engaging experience, innovate faster, and reduce costs.”

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