Building a Custom Community Leaderboard for an Antivirus Software Company

Highlights

Custom Community Leaderboard

View Weekly/Monthly Performers

View Complete List of Performers

The Customer

Based in the U.S, the customer develops computer software such as antivirus programs. They enable businesses and people to block and prevent viruses and malware. They are pioneers in applying artificial intelligence, algorithms, as well as machine learning to cybersecurity.

The Context

The customer has their online community in Salesforce. However, they had been unable to display the community leaderboard on the basis of weekly/monthly user activity, with standard Salesforce functionality. In addition to this, they were only able to view the top 100 performers in their community. Therefore, they were on the lookout for a solution that would enable them to build a comprehensive and interactive leaderboard.

The Objective

The customer's objective was threefold. First, to display the community leaderboard on the basis of weekly/monthly user activity. Second, to be able to view the complete list of top performers in their community. Third, to track user activity on the basis of this data.

The Solution

In order to build a custom leaderboard for the customer's community, Team Grazitti:

- Configured rules and criteria in the backend with ScoreNotch's interactive leaderboard feature

- Replaced the standard leaderboard with a customized one

- Enabled the viewing of a customized list of community performers with badges and missions

- Facilitated the viewing of past scores of top performers

- Enabled the development of community branding with custom themes

The Outcome

With the implementation of ScoreNotch's interactive leaderboard feature, there is improved visibility in the customer's community regarding users who are performing well on a weekly/monthly basis. In addition to this, they are now able to view the complete list of top community performers, as compared to just 100. Furthermore, they are now better able to track and understand engagement in their community.