

## Customized Community Gamification for an Identity & Access Management Company

### Highlights



Recognition for Active Users



Criteria-Based Voting for Ideas



Customized Community Leaderboard

### The Customer

Based in the U.S, the customer is an identity and access management company. They provide cloud software that enables businesses to manage and secure user authentication into applications. In addition to this, they help developers build identity controls into applications, website services, and devices.

### The Context

The customer has an extensive Salesforce community on which they create product and event-specific groups. While users discuss products as well as issues that they may be facing in product groups, event-specific groups are meant for virtual conferences, where participants join the conversation and ask questions. In addition to this, users also post ideas to the community.

### The Objective

The customer's objective was threefold. First, to score users who participate actively in a particular group, over and above standard scoring for user posts, for a specific time period. Second, to enable voting for ideas on the basis of criteria such as when a particular idea is created, liked, or commented upon. Third, to display a leaderboard in order to score and show active community users.

## The Solution

In order to build customized gamification for the customer's community, Team Grazitti:

- Enabled enhanced scoring for active community users by configuring rules and criteria in the backend
- Facilitated voting for ideas by creating advanced criteria in the backend
- Built an updated and customized leaderboard by replacing the standard one
- Displayed a customized list of active community performers on the new leaderboard with details such as user badges and levels
- Displayed historical data with user scores from the previous week/month

## The Outcome

With the implementation of ScoreNotch, the customer is now able to effectively score users who participate actively in a group. They have been able to successfully implement criteria-based voting for ideas posted by community users. In addition to this, the customized leaderboard has led to improvement in community branding, along with a boost in user engagement. This has increased the customer's case deflection rate. Furthermore, they have witnessed an upswing in community traffic.

