

A LARGE EUROPEAN-BASED TECHNICAL INFORMATION SERVICES PROVIDER

INDUSTRY

Business services

PRODUCTS AND SERVICES

This company primarily provides technical information, consulting and software services for enterprise tax, accounting, and legal functions in Europe.

BACKGROUND

This firm, based in Western Europe, needed an accessible space to share information among its more than 1,000 software developers and consultants to both innovate and ensure its existing products and services kept running smoothly. Informal meet-ups helped them share knowledge, but that arrangement just wasn't enough and public forums were simply not an option (considering proprietary business information). The solution needed to be reliable, secure and protected, as well as able to be updated regularly. Due to its collaborative nature, the most viable solution for this entity was AnswerHub.



Management immediately saw the value of AnswerHub once we explained that developers and consultants won't have to keep answering the same questions over and over again.

We use AnswerHub because we have proprietary information. We can't - and shouldn't - just paste code to Stack Overflow.

Our community gives our developers and consultants back their free time, so instead of answering phone calls or emails, they can do other things.

The company has undergone a culture change and the community has helped remove barriers.



CHALLENGES

This company needed a community that could be well-organized and managed – a place for interested parties to post questions and receive answers. Public forums have their place, but for security reasons, this firm couldn't allow developers and consultants to use them. Instead of posting there, they used phone and email exchanges. With those methods, it was difficult to find the necessary information, efforts were duplicated and redundant work became common (which brought excess scrutiny because of wasted time and resources). Also, securing knowledge was paramount.

SOLUTION

AnswerHub Platform provided a shared knowledgebase and a platform with robust administration configuration possibilities. Users were able to share relevant data, experiences and answers. It worked so well, that it was rolled out to the entire support team, which allowed the staff – of over 2,000 – to better serve customers.

AnswerHub's Q&A feature gave the ability to not only seed the community with already-known frequently asked questions and reliable answers, but also to ask questions and receive answers quickly, with the most up-to-date information readily available – not only when asked, but in perpetuity.

The engagement features and built-in translation options in AnswerHub improved the user experience and encouraged relying on the ever-expanding community.

With AnswerHub, the full visibility of information, easily navigable interface, and Topics feature meant anyone on the engineering firm's staff could access the data they needed.

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OUTCOME

Developers and consultants were able to save time (and therefore money) getting to answers faster. The AnswerHub platform leads to a 4x reduction in time spent by developers, consultants and technical teams searching for answers to questions that already had answers!

As developers and consultants discovered **how fast they could get answers** (in as little as an hour in many cases), the community grew in popularity. Another favorite feature, **searchable existing Q&As**, led to over 2,000 questions with 7,500 answers in just over 2 years. Developers and consultants could also upvote or downvote answers. This large European engineering firm chose to activate the setting that allows the original poster to be able to accept an answer if it has adequately addressed their question – clearly a well-liked feature, since 88% of the existing questions showed an “accepted” answer. **More than half of the community's users were registered.**

Built-in gamification was another AnswerHub feature that was utilized. Badges such as “Civic Duty” (given for upvoting quality answers) and “Good Question” (awarded when a question received many upvotes) **helped encourage users to be more engaged.**

Though difficult to quantify, one of the most important outcomes of employing the AnswerHub community was the noticeable **cultural change** that included departments being more cooperative and barriers between them being removed.