

Case Study

SAP Hybris



MISSION: Enable businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape

INDUSTRY: Computer Software

FOUNDED: 1997

WEBSITE: hybris.com

COMPANY OVERVIEW

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, SAP Hybris solutions unlock opportunities to optimize their customers' experience and transform their business. They help drive relevant, contextual experiences across all customer touch-

points in real-time, allowing their customers to create strong differentiation and build competitive advantage in the Digital Economy. SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets.

CLIENT SITUATION

SAP Hybris hoped to build an online community where users could engage in Q&A and receive recognition for their actions. According to Martin Moser, Director of Knowledge Management, SAP Hybris, "It's not enough to answer questions; we wanted a community that recognized users for quality contributions and encouraged them to actively participate."

In addition to user recognition, SAP Hybris wanted to easily moderate the content posted to their community. "We had groups that were using our internal forum quite actively," said Sylwia Ganiec, Knowledge Senior Consultant at SAP Hybris. "We needed a commercial platform that allowed content managers from different departments to moderate questions and provide a quality user experience."

IMPLEMENTATION

SAP Hybris implemented AnswerHub in 2014 and has since witnessed the product's evolution. "Like DZone, we understand the software business; we know the promise of new features is not always delivered." Moser continued, "When we selected AnswerHub, it was only in version 1.0. Throughout our relationship, DZone Software has incorporated our feedback into their product roadmap to deliver new features and levels of quality that meet customer needs."

DESIRED SOLUTION

SAP Hybris began the search for a solution that would enable them to:

- Build a robust community where users could engage in Q&A and regularly contribute quality content.
- Reward user contributions and encourage active participation with reputation points.
- Deliver a valuable user experience through a wider range of functionality.
- Easily integrate existing business tools.

SAP Hybris evaluated solutions similar to Stack Overflow, including AnswerHub and its competitors. The other solutions were quickly eliminated due to a lack of functionality and traction in the space.

Moser stated, "Ultimately, there was no other commercially available solution on the market that could compete with AnswerHub." He continued, "Not only could it compete with Stack Overflow, it also offered the Q&A and reputation functionalities critical to our community's success."

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BENEFITS

SAP Hybris has realized the following benefits with AnswerHub:

CENTRALIZED KNOWLEDGE With a commercial solution, SAP Hybris is able to easily share knowledge between partners, customers, and employees. After implementation, SAP Hybris began pushing employees to use AnswerHub instead of the previous internal forum. This eliminated communication barriers between internal teams.

COMMUNITY GROWTH SAP Hybris closely monitors community growth metrics, including the number of newly registered users and existing user activity. In 2015, 7,300 new members joined the community, with 600 new members accessing AnswerHub each month. The community has proven beneficial not only for employees, but partners and customers. 83% of the community is comprised of external users.

ADVANCED MODERATION AND CONTROL With AnswerHub, SAP Hybris is able to monitor and moderate content on the site so only quality contributions are visible to the community. SAP Hybris can also segment content into “Spaces” to organize information and enable users to easily find relevant answers.

HIGH ENGAGEMENT “It is extremely important that our community maintain a high level of engagement. Two important metrics we monitor closely are number of questions asked and time to answer,” explained Ganiec. In 2015, 7,400 questions were created, with 56% answered. Average time to answer was two days and community had 1,200 Best Answers – answers that were deemed correct by experts.

REDUCED SUPPORT VOLUME The Support Team uses AnswerHub to provide customers with tips and suggestions. SAP Hybris closely monitors average time to answer, as well as the number of created questions versus the number of unanswered questions. “The feedback we’ve received has been extremely positive,” stated Ganiec. “We have successfully reduced the time it takes to provide customer support – a huge goal we have achieved because of AnswerHub.”

ABOUT DZONE SOFTWARE

DZone Software is committed to providing outstanding software and unparalleled customer service. Our goal is to be the world leader in enterprise collaboration and knowledge sharing. DZone Software’s product, AnswerHub, enables organizations to create their own online communities for private and public use. Every day, sites powered by AnswerHub help thousands of users manage big content, big knowledge, and big communities.

For more information, please contact 919-238-7100 or info@dzonesoftware.com.