

Case Study



MISSION To power the future of live games by providing developers and publishers with the best liveops platform in the industry.

INDUSTRY Computer Games

FOUNDED 2014

WEBSITE playfab.com

COMMUNITY <https://community.playfab.com>

CLIENT SITUATION

PlayFab, Inc. (PlayFab) needed a way to manage its highly technical audience and enable them to ask questions, find answers, and offer recommendations for future development work.

PlayFab's new community would require strong moderation capabilities, including user permissions. Brendan Vanous, Senior Engineer, Developer Success at PlayFab, stated, "We had a situation with a spammer that forced us to moderate every post in our Zendesk forums. This wasn't sustainable, as it was extremely time-consuming." Vanous continued, "A permissions model was a top criterion when researching alternatives. Specifically, we wanted a reputation system that would enable us to only let vetted users bypass moderation."

When considering community solutions, data migration was also a top criterion. PlayFab wanted to import all posts from the existing forum into its new community. Having experienced a painful migration with a previous provider, it was critical that data be imported accurately and quickly to ensure users never lost access to a community post.

IMPLEMENTATION

Prior to launch, Vanous worked very closely with AnswerHub engineers to build the Zendesk importer and give the PlayFab team confidence that the data migration would be as quick and clean as possible. The data migration was a success and the new PlayFab community was launched in June 2016.

DESIRED SOLUTION

PlayFab began the search for a solution that offered:

- A question and answer system, similar to Stack Overflow, that also included ideation
- Efficient data migration from its existing Zendesk forum to the new community
- Advanced moderation to ensure only quality contributions are visible in the community
- Permissions to enable users with a set reputation score to publish content without the need for moderation
- Complete customization to meet the PlayFab look and feel
- Reporting to provide insight into community usage and member needs

After a full evaluation of other solutions, including Stack Overflow, PlayFab selected DZone Software's AnswerHub Knowledge-Driven Support (KDS) for its developer community. The decision was based on AnswerHub's advanced community management capabilities and DZone Software's experience in launching successful online communities.

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BENEFITS

PlayFab has realized the following benefits with AnswerHub KDS:

QUALITY CONTRIBUTIONS

Since launch, community questions have increased 50%. Users can quickly and easily find Best Answers, answers selected by administrators or other users as the most authoritative and useful. In addition to Q&A, users can also contribute and upvote ideas for future development work. This creates a high level of engagement while also providing visibility into the needs and wants of PlayFab's developer audience.

ADVANCED MODERATION

PlayFab effectively monitors user contributions to ensure only relevant content is visible to the community. “Before AnswerHub, we had to moderate every post to prevent spam. Now, only users with a set reputation score can bypass moderation and publish content directly to the site,” Vanous explained.

SUCCESSFUL DATA MIGRATION

The AnswerHub team worked hand-in-hand with PlayFab to import content from the existing Zendesk forum to the new AnswerHub community. “The end result of our data migration was fantastic,” stated Vanous. “The migration required very little back and forth and we were able to quickly backfill posts that came in between the final import from Zendesk and our AnswerHub community going live.”

COMMUNITY CUSTOMIZATION

Because AnswerHub is fully customizable, PlayFab is able to control the community's look and feel. According to Vanous, AnswerHub's customization has proven to be extremely valuable when modifying community branding. Using the AnswerHub template, he can easily edit the code and push the changes through GitHub to make them live in the community.

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.