

Network Spotlight: QuickSilver Connection



With some big-name competitors, the QuickSilver team works hard to make sure that customers are happy and that potential customers get the word about the product. When the team searched for a solution to help improve its processes, BroadVision's own Clearvale product seemed like a great fit.

The QuickSilver Connection

The QuickSilver Connection is the Customer Support network devoted to assisting QuickSilver users. Items that members can find on the network include:

- upgrade forms
- information on the latest features and updates
- custom communities for members to interact with one another and with QuickSilver support staff
- forums to discuss issues or concerns
- community-created content such as product "wish-lists"
- information about current support requests
- training calendars
- and more.

The screenshot shows the QuickSilver Connection website. At the top, there is a navigation bar with links for Home, Profile, Contacts, Members, Communities, Blogs, Photos, Videos, Event Calendar, Bookmarks, and Invite Members. The main content area is divided into several sections:

- Quick Facts:** A table showing the number of members (327), number of communities (6), and active members in the last 24 hours (20).
- Communities:** A list of communities, including "Deutsche Quick Silver-Anwendergruppe" (updated 24 days ago), "wish list to quicksilver" (updated 9 days ago), "XML" (updated 23 days ago), and "Lispers" (updated 8 days ago).
- Upgrade Request Form:** A prominent orange button for users to request an upgrade to QuickSilver 3.5.
- Need QuickSilver Training?:** A section with a "Click here for details" button, mentioning the next classes for the week of April 19th.
- Need to Open a Support Request?:** A section with a "Click Create New Issue below to get started." button, including a note that users must be current subscribers or maintenance customers to open a request.
- What's New in QuickSilver 3.5:** A section with a "Click here for details" button, encouraging users to find out more about new features and updates.
- Not currently a QuickSilver customer?:** A section with a "Click here for details" button, encouraging users to email contracts@broadvision.com to request a free 30-day evaluation.

Network Spotlight: QuickSilver Connection



A One-Stop Personalized Experience

Very often, customers need to find online communities or forums to discuss issues or complaints about a product with other users. As a result, even if a company has a customer support site, these “shadow” groups appear on the Web. With Clearvale, the QuickSilver team provides members with a one-stop place to find information, share opinions, and interact with other product users.

QuickSilver Connection also provides a customized experience. Since support personnel monitor the network, they can quickly respond to discussion forums, questions, suggestions, or any complaints. The responses can be personalized based on the member’s needs: A private message to find out more detail or a public response to a general question so that others with similar scenarios may learn. Customers can even open support tickets directly from the network home page.

Listening to Customers

QuickSilver team members use the network to provide information to and ask questions of members. But beyond that, the network gives *customers* the ability to provide feedback in many forms to the QuickSilver team. For example, customers can use communities (created by both the QuickSilver team and themselves), forums, or blogs to share ideas and opinions.

Customers are encouraged to create communities in their native languages and to upload photos, so the support team can put faces to customer names; if members want,

Network Spotlight: QuickSilver Connection



they can include additional information in their profiles, too. This information can help the QuickSilver team to really understand their user base. Customers can create their own, grassroots communities to learn from and share knowledge with each other, too. All of this information resides in context and is dated. With this approach, the QuickSilver team members can more wholly interact with their customers rather than simply deliver information to them or wait for customer calls.

Integration with a CRM

The QuickSilver team integrated the network with their Customer Relationship Management (CRM) system. The integration gives the team the ability to use all of Clearvale's community-building features while leveraging the back-end support of an existing CRM. The team chose a Java-based solution for the connector, although other approaches can be used; the connector package was mapped to the Clearvale Interface using an XML file. The QuickSilver Connection network administrator then simply configured a widget to use the connector alias.

The Result

QuickSilver Connection is a fairly new network, but it already has hundreds of members. Customers offer their opinions and share information, and the support team has built on established relationships. What's next? The team looks forwarding to finding out.