inSided Reward Management

Drive engagement and increase participation, growth & ROI
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Communities thrive or fail based upon the trust consumers have in the hosting brand and their peers.

Social customers who trust each other are more likely to engage each other around your brands and products, more likely to follow recommendations and advice, and talk about their experiences. inSided Reward Management combines the right technology and a deep understanding of human behavior into a reputation management system that builds trust, keeps community content fresh and relevant, and participants engaged. This system uses gamification to make it easy for community members to recognize each other, motivate members to interact with the brand and each other, and reward participation. With inSided Reward Management, gamification is easy, intuitive and targeted, and provides tangible business benefits.

The European Leader

Key benefits

Build awareness & deepen engagement
Cultivate superfans and improve SEO by rewarding customers for providing high quality user-generated content like forums posts, ratings & reviews, product ideas, comments, and quality feedback. Drive traffic from search engines and generate leads. Boost community activity and stickiness - increasing page views, return visits and time on site.

Increase customer loyalty & advocacy
Develop buyer confidence and motivate community members’ sense of engagement and ownership. Turn online community members into brand advocates, amplifying word-of-mouth content into social media mentions, shares, and likes. Increase customer satisfaction, loyalty, and ultimately, customer lifetime value.

Improve customer intelligence
Track and reward community activity and engagement in real-time. Measure which activities and content are most compelling and viral. Analyze customer engagement, behavior, growth and activities using robust analytics and flexible reports to get a 360 degree customer view and feed your CRM and loyalty systems.

Stimulate product & service innovation
Crowdsourced customers for product enhancements and create engagement around products (launches). Accelerate innovation and increase customer onboarding by motivating community members to answer questions, come up with new solutions, and suggest ideas for product and service improvements. Increase market relevance and decrease time-to-market.

Drive sales & reduce costs
Increase conversion rates, average order value, and customer retention by matching products and services with customer needs and exploration of additional usages. Decrease marketing, R&D and support costs and increase customer support quality by enlisting customers to provide product reviews and sales advice and help other customers solve problems.
Loyalty 3.0

Humans love games. Games are fun and provide us with an opportunity to enter a rewarding mental state where our challenges closely match our abilities. The current generation has grown up with video games, social media and all things interactive as an integral part of everyday life. This brings new ways of learning and communicating and presents marketers with new opportunities to engage with customers.

Online communities and gamification are an important part of engaging the new consumer’s perspective. Gamification, specifically, can help to develop an environment of real-time feedback, exclusive benefits and great rewards that the digital generations have become accustomed to. Social customers want more than just information and service online and expect to be presented with engaging experiences, motivations to interact, and opportunities to contribute and be rewarded for their efforts. The opportunity for pride, achievement, and belonging is what gets social customers to interact, keeps them coming back, and gets them to engage in more behaviors that benefit the community. By rewarding customers this way, they are given a reason to return to the website outside of marketing campaigns.

Gamification

Gamification is the use of game design techniques, styles and mechanics in non-gaming contexts and activities to engage users, solve problems and drive desired behaviors. This helps companies reach business goals like cutting costs, increasing performance, improving customer satisfaction, and devising innovative solutions. In a short space of time, gamification has gone from being almost unheard of, to one of the most talked about topics in the marketing industry. According to Gartner, in 2014 already more than 70% of all top 2000 global businesses will adopt gamification. Also, an increasing number organizations are considering to develop communities with gamification components to reward creativity and socially beneficial social behaviors that have the most impact on their community goals.

To nurture engaged users that sustain and grow customer communities, companies can use gamification to identify, reward and analyze the user behaviors that bring value to community members and encourage them to return. The strategic use of game, reputation, and social mechanics inspires contribution, sharing, and content advocacy move the needle on engagement and creates more customer advocates. Gamification is about implementing a long-term strategy that has impact on many areas of the customer relationship, not only attracting new users - but also engaging and retaining them more effectively than ever before in order to create true loyalty.

T-Mobile

On the T-Mobile support community, over 250,000 monthly unique users discuss topics like subscriptions and handsets. While T-Mobile moderators are active, the community members answer 67% of all questions. By implementing inSided Reward Management, T-Mobile has been able to significantly drive up community activity and participation, increase conversion and repeat visits, and deflect support calls. The community is running since 2009 and delivers a multi-million euro ROI in terms of cost savings in traditional service channels.

“We were surprised with the high volume, the serious tone of the discussions and the fact that customers really help each other.”

Alexander Hamel
Director Customer Service T-Mobile
How inSided can help

To get the best results from your social business initiatives, you’ll need a managed service run by experts, using a proven platform with best practice built in.

The cloud-based inSided Social Business Platform provides an integrated and complete set of applications to create, engage, and manage online communities - including ratings & reviews, product Q&A’s, forums, blogs, mobile and Facebook apps, user profiles, gamification and advanced analytics & reporting. Based upon 10+ years of experience building and operating successful communities across channels and devices, our platform and community management services help you to engage your customers, increase brand loyalty and drive sales.

inSided Reward Management extends the Social Business Platform with a robust rank and reputation system that is designed to improve the success of your community and empower your business to motivate, engage, and create true loyalty. Our system leverages proven game dynamics such as social reputation, rank, and privileges to motivate and reward visitors for valuable online behaviors and inspire meaningful contributions and collaboration - transforming visitors into fans, and fans into advocates and customers.

The gamification process

inSided uses a gamification process that is designed to improve customer retention and engagement. We start with a well thought out loyalty program strategy and reward structure that is based on a clear understanding of your customers’ intrinsic motivations and needs. We offer them highly valued, exclusive intangible rewards, to support your business objectives. Our game mechanics integrate seamlessly within your website, enhancing the user experience and deepening brand loyalty.
Increase community participation with gamification

The easily adopted, turnkey, flexible and extensible inSided reward management system makes it easy to implement gamification programs that will help you realize your business goals.

inSided Reward Management uses proven gamification technology and expertise to solve specific business challenges. We track multiple behavioral metrics and allow an unlimited number of ranks and roles. Rewards are programmable by business rules and permission levels to motivate community members to share their knowledge and perform activities like starting discussions, answering questions, watching content, playing games, voting, onboarding of new members, etc..

Our system rewards users for the full range of socially beneficial behaviors, progressively making succeeding levels of achievement more difficult to attain and offering multiple paths to success. This is important for creating participation among diverse audiences and, ultimately, successful communities.

- Let community members earn points, unlock levels, and dominate leaderboards.
- Incent high-performing community members with recognition or virtual rewards.
- Confer meaningful privileges upon superfans, using badges, authority, and permissions.
- Make it as easy or hard as you wish to earn points, badges, levels, etc.
- Reward creativity and behaviors that have the most impact on your community goals.
- Encourage customer behaviors and track progress with goal-setting, leveling, and rewards.
- Create user groups and competitions to unlock community participation and social status.
- Provide exclusive super user VIP sections within the community.
- Reward high performing users offline, e.g. with physical gifts or access to certain events.

- user titles & ranks
  activity-based titles and ranks show members’ own accomplishments and contributions to the community

- reputation points
  qualitative representations given by other users make members aware of their input within the community

- badges
  symbols of success like badges are acknowledgements given by the organization based on preferred community behavior

- leader boards
  engage users by competition and reward top participants with high visibility in leaderboards, notifications, etc.
Use reputation points to highlight user credibility

Reputation points are qualitative measures of credibility and respect between community users.

Reputation points are handed by users to one another for their contributions like starting a topic or answering a question, enabling members to see at a glance who is a valuable member within the community. This ensures a natural hierarchy within the community: users who have been active longer and made good contributions will see their reputation rise.

- Let users hand out reputation points to each other based on activity.
- Show member scores using custom icons within user profiles.
- Sort content on high valued posts.

Award top contributors with user titles, icons and badges

Custom user titles, icons and badges can be used to reward users for specific behaviors like participating in discussions, answering questions, completing user profiles, sharing content, etc.

These artifacts are intended to stimulate community activity and provide a steering mechanism to bring the activities of community members in line with predetermined objectives. User titles, icons and badges are handed out following the completion of a number of specific challenges, which are determined by business rules. They are visible in user profiles and are shown with each comment users post.

- Reward users with custom user titles based on community activity.
- Reward users with badges based on activity and organizational business rules.
- Automatically notify and congratulate community members on received badges.
- Show all earned badges on user-specific overview pages.
- Use configurable widgets to show the latest awarded badges.
- Create special icons per user group.
- Adapt the design of user names and icons based on community rank.
- Show user titles, icons and badges in user profiles and user name tooltips.

"Gamification is ultimately not about buzzwords and mechanics, but better and more meaningful experiences."

Esteban Contreras, Social Media Manager at Samsung USA
The use of game dynamics in loyalty schemes trigger or intensify specific behaviors and actions in users that can mean a lot to your business. For example, experts that help develop your knowledge base and support programs, solve problems and innovate new products and services. Or brand advocates who increase demand for your products by word of mouth.

Social customers can be segmented into distinct player types, who have different motivations and require their own approach in order to engage. Gamified systems should target all types to be effective.
Integrate gamification across your website and mobile apps

insided Reward Management seamlessly integrates into existing workflows, websites, mobile apps and backoffice systems.

Community content and user profile data can be integrated anywhere, providing exposure to your own and user generated content and infusing your website and apps with social conversations. Using our widgets to show, for example, the most recently awarded badges motivates other community members to contribute and shows that the community is very active. The insided reward management system is fully automated and has no impact on your organization.

- Integrate reward management anywhere in your website and mobile apps.
- Fully customize game elements according to your branding guidelines.
- Recognize top participants with high visibility in leaderboards, notifications, etc.
- Integrate widgets on other websites or social media.

"By 2015, gamification will be an essential element for brands and retailers to drive customer marketing and loyalty, and gamification programs will be key organizational enablers for 75% of enterprise-oriented DevOps."

Gartner

Gamification industry statistics

Gamification can lead to a 100% to 150% increase in engagement metrics including unique views, page views, community activities, and time on site. By 2014 more than 70% of Global 2000 organizations will have at least one gamified application, driving 50% of all innovation.

63% of surveyed adults agree that making everyday activities more like a game would make them more fun and rewarding and 51% agree that if a layer of competition were added to everyday activities, they’d be more likely to keep closer watch of their behavior in those areas.

Consumer-driven gamification commanded more than 90% market share in 2011. The overall market for gamification tools, services, and applications is projected to reach $2.8Bn by 2016 and $5.5Bn by 2018.

Source: Gartner, JW Intelligence, Markets & Markets, M2 Research
Unlock the business value of your community

inSided delivers all the fundamental capabilities and advanced tools you’d expect from Europe’s leading social business platform, providing you with everything you need to create and manage world-class social customer experiences across platforms and user groups from a single unified workspace.

Manage your community efficiently and effectively

The intuitive, user-friendly yet advanced management tools in our platform put you in control over your customer community.

Community managers and moderators can easily manage your community in a dedicated, platform-independent and simple-to-use environment. inSided Reward Management is designed to meet enterprise needs with workflows for multiple team members, efficient moderation tools, role-based permissions, and robust integrations with back office systems.

- Efficiently moderate content with smart overviews, status reporting etc.
- Classify and structure content with labels, moderator tags etc.
- Quickly surface information using customizable filters and data display.
- Change reward management settings and business rules.
- Customize badges and user icons.
- Use enterprise-grade workflow and collaboration tools.
- Export community content and user data for use in other applications.

Gain valuable insights

Understand the performance of your social technology initiatives and make smarter business decisions with the right analytical tools and reporting capabilities.

Our social intelligence tools let you easily measure community vitality, identify influencers and top contributors, and monitor relevant conversations across your community. Get an in-depth look into customer behavior trends and user adoption patterns to help you create plans to increase engagement, drive up community membership and optimize your community strategy.

Need more? Our open architecture allows you to easily connect your web analytics package to your inSided community to quantify the impact of social conversations on your business programs.

- Use a customizable visual dashboard with key metrics and actionable insights.
- Identify super users and gain a more complete view of your customers.
- Gain insight into member motivations with robust analytics and reporting.
- Export custom reports for use in other applications.
- Connect social insights with your current analytics software.
- Incorporate data from your CRM and other enterprise systems.
inSided Social Business Platform

Powerful, flexible, secure, complete. The leading customer interaction platform for a multichannel world

As a true software-as-a-service (SaaS) provider, inSided delivers a cloud-based social business platform allowing forward-looking companies to create thriving communities in efficient and effective ways, with minimal reliance on IT.

Designed upon 10+ years of experience building and operating successful communities, the inSided Social Business Platform delivers an enterprise-grade end-to-end solution for uniting the social customer experience across websites, mobile devices, and the social web - enabling organizations to reduce costs, build trust and strengthen customer relationships.

Services

To gain maximum benefits and achieve true customer-centricity, social business initiatives should be an integral part of the way companies do business.

Our deep expertise in community development and full-service offering help you to rapidly launch a successful community, integrate it into your channels, processes and systems, and keep it healthy, thriving and trouble-free. The result is a fast impact on your business through an effective implementation based on best practices and sound social business strategy. inSided not only delivers the technology, but can help with every step of the process.

We are inSided

As the European leader in social business technology, inSided believes in empowering your customers in order to reduce costs, improve sales, develop better customer relationships and drive innovation.

The inSided Social Business Platform powers successful communities - attracting millions of visitors - for companies like BNP Paribas, KPN, Philips, Rabobank, Sonos, T-Mobile, and TomTom. We are an experienced team with community building firmly rooted in our DNA, and constantly strive to improve our work and its ROI, and make our clients 100% satisfied. inSided is privately held with offices across Europe.

Leverage our passion and experience to transform customer interaction and achieve your vision of social business success.

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