

# Platform Evaluation

## A complimentary service to find the right community platform for your organization.

If your organization is looking for your next generation intranet or customer community, we can help you evaluate the available options that will best meet your unique business requirements. We know that businesses like yours are looking for innovative ways to engage with their employees, partners, and customers.

Now more than ever, with this new normal and remote work environment, organizations are looking for more innovative online community platforms to stay connected and significantly improve communication and collaboration for your employees and customers.

### Employee Communities

Internal communities, also known as digital workplaces and social intranets, revolutionize how organizations get work done, empowering employees by providing them with a centralized, integrated hub that goes beyond the physical office space. Businesses with digital workplaces see significant increases in employee productivity and overall satisfaction.

### Customer Communities

Customer communities go beyond traditional customer service, giving businesses a competitive edge by improving how they connect and communicate with their customers. They have been proven to improve call deflection rates, reduce overall support costs, and drive sales while significantly increasing customer satisfaction and brand loyalty.

While there may be two distinct types of online communities, there are a wide variety of community software platforms to choose from in the market with different degrees of focus. With so many options available, deciding on the platform that will be the best fit for your organization can prove difficult. Having a deep understanding of each platform and how businesses like yours are utilizing them is paramount before diving into the investigation and evaluation process. We can help narrow down your options and simplify this process.

## **Social Edge's complimentary platform evaluation and selection process focuses on matching platform features and strengths to your organization's requirements.**

We know from working with clients just like you, that there's a difference between being aware of these platforms and knowing in detail how they can support your needs. Our consultants can provide you with specific insights on how these platforms can benefit you.

Based on years of experience working on intranets and customer communities on a wide variety of software platforms, our consultants will work closely with your team to determine which platform will be the best match for your organization, as well as those that will not meet your needs, significantly streamlining the evaluation and selection process. We take time to develop a full understanding of your objectives and use cases in order to make recommendations about the community platforms that will best suit your unique requirements.

The benefit of working with Social Edge on your evaluation is that we bring all of our experience with actual customers and projects for these platforms to bear on your evaluation. We tend to have a better feel for what you need out of a platform than the vendors themselves and we're willing to tell you the truth about the strengths and weaknesses of each platform.

### **What's included:**

- **Gather Your Requirements | Tell us what you need**

We want to know what your needs are. During the requirement gathering process, you'll have the opportunity to meet with a Social Edge strategist to discuss your organization's requirements. We'll take your "wish list" including integrations and more, and find out what's working for you and what's not. Have no fear, all of your content will be preserved.

- **To-the-Point Platform Demos | No sales pitches, demos designed for you**

Our strategists will set up "straight talk" demonstrations of three top recommended software platforms. These aren't sales pitches. Each to-the-point platform demo will be designed for and tailored to your organization's requirements and goals.

- **Platform Recommendations | We'll do the homework for you**

With our expertise working with various platforms and partners, we know the "ins and outs" and will provide you with a list of the top three platforms that will best suit your organization's needs. Our platform recommendations are based on specific criteria, including: functionality, technical and integration capabilities, user experience, platform stability and support, and platform licensing options.

At Social Edge, we continually evaluate and expand the software partners we work with for both internal and external facing communities. Many times it is one or more of our 500+ clients that introduce us to a software vendor we are not currently working with to evaluate the platform and possibly partner with them.

While there are currently many software platforms available in the online community space, Social Edge is proud to partner with the following industry leaders.



Whether you currently have an online community and are interested in exploring alternative options, or you're new to the online community space and are looking to implement one for the first time, Social Edge can help you find the platform that will work best for your organization's unique requirements.

Let us help you through your analysis process to find the online community platform that will best suit your organization's collaboration needs.

## Ready to get started?

Contact us to learn more at [contact@socialedgeconsulting.com](mailto:contact@socialedgeconsulting.com) or (844) 762-3343 (SOC-EDGE).  
Visit our website at [www.socialedgeconsulting.com](http://www.socialedgeconsulting.com)