Success Story

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The Alumni project ran smoothly and has been extremely well received by our members thanks to the commitment and attention to detail of the BrightGen team"

Marketing Manager

The challenge

- Create a new Alumni forum for a large asset management company
- Improve Alumni interactions and user experience
- Migration of over 500 users

The solution

- Salesforce Community Cloud and Chatter for Communities
- Google Analytics
- Custom Visualforce pages

The results

- Increased traffic to the Alumni forum
- More active and engaged members
- Simplified authoring & publishing process and improved reporting

brightgen

The challenge

A well-known, independent, asset management organisation was looking for a new platform to support their Alumni member base. They wanted to provide a forum where Alumni members could communicate, socialise, share discussions and information and read Alumni news. Internal staff needed to be able to write and post blog articles, as well as contribute to and moderate the forum. As part of the project, the company wanted to migrate 500 existing Alumni members.

The solution

The company had already implemented Salesforce and it was decided to extend the platform to support the Alumni forum.

BrightGen implemented Salesforce Community Cloud and Chatter for Communities, as well as Google Analytics to track site traffic. BrightGen configured the Community to allow users to initiate new discussions, contribute to existing discussions and comment on specific blogs and news items.

The company wanted the Alumni Community to follow the existing company branding. In order to achieve this, custom Visualforce pages were created for the login, self-registration, blog and news pages and a new 'contact us' page was also created to allow Alumni members to email the internal team. The new Visualforce pages provide additional functionality over and above the standard Community functionality and allow the company to collect additional information and introduce new design features.

Increase in Alumni visits

System Administrators of the Community are able to write and publish content and moderate the forum via the Community. Inappropriate content can be controlled by the Chatter Blacklist Application, which allows them to control the words and phrases that should not be used, and reports can be run to review the blocked content.

The results

Since launching the new Alumni Community, there has been a vast increase in traffic, with users being able to register themselves via a simple sign up process.

Authors are able to create and publish blog posts and news items with speed and ease, and can monitor how popular content is through Google Analytics and custom reporting.

The Alumni network is also now more active and engaged than ever before. They are able to add comments to all blog and news posts and are encouraged to read more using the new 'Quick Links' and 'Have you Watched?' features.

More active and engaged members

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Our new Alumni Community is now able to support our varied programme of activities, events and communications."

Marketing Manager

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