

# Jive<sup>X</sup> Customer and Partner Communities

## Powering Relationships that Matter

Jive<sup>X</sup> is an out-of-the-box external community application that lets you connect, communicate and collaborate with customers and partners as never before—providing best-in-class experiences that drive brand affinity and repeat business. Unlike bare-bones Q&A forum software, Jive<sup>X</sup> fosters deep engagement, authentic dialogue and lasting loyalty. It's quick and cost-effective via the cloud, and it's helped our market-leading customers achieve remarkable results, including:

- Customer satisfaction increased by up to 30%
- Content creation costs cut by as much as 70%
- Call deflection rates improved by up to 40%



### Jive<sup>X</sup> Benefits

- Builds loyalty to drive new and repeat sales
- Cuts operating and support costs
- Accelerates time to market
- Maximizes customer and partner satisfaction
- Leverages proven and robust expertise

### Builds Loyalty To Drive New And Repeat Sales

Jive<sup>X</sup> provides more ways to engage than any other external community application. From rich content to conversations, groups and activity streams, it's all part of a seamless, compelling experience that users love. Great experiences, in turn, nurture deeper relationships, more sales and long-term loyalty—and help you develop a “pull” brand that draws new prospects and repeat business.

Customer interactions and feedback build your community organically and turn customers into brand advocates who function as an extension of your marketing and sales efforts. Best-of-breed gamification drives momentum and

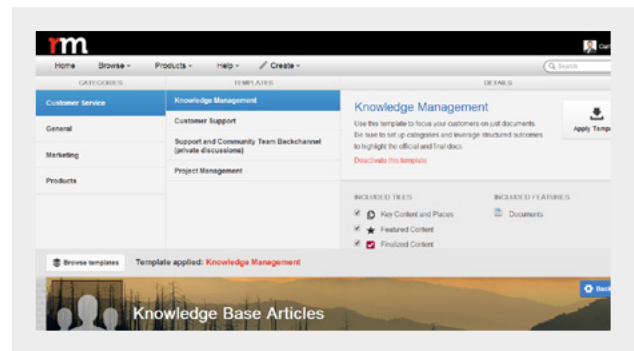
enthusiasm even further, encouraging community contributions and peer-based support. With Jive<sup>x</sup>'s built-in SEO, all content—including user posts—is automatically optimized for search engines, ensuring that your community is the go-to source for answers and information. As content and interactions grow, so does your insight, thanks to the most robust community analytics available.

- Engage customers and new prospects with rich content
- Extend your customer reach with organically grown content and best-in-class SEO
- Deepen engagement with the industry's most advanced gamification, right out of the box
- Maximize insights with industry-leading analytics
- Extend your investments with integrations for web, social media, CRM and systems of record

## Cuts Support And Operational Costs

Peer-to-peer support and rapid search let users find answers and resolve issues before they even think of picking up the phone, dramatically improving call deflection with a knowledge base and freeing up support staff to focus on high-priority items. You can even turn tough questions into cases and post answers to your community quickly and easily.

- Curate the best answers with our exclusive case deflection search to deflect support calls
- Provide answers from across your systems with federated search
- Leverage the insights of your most knowledgeable community participants



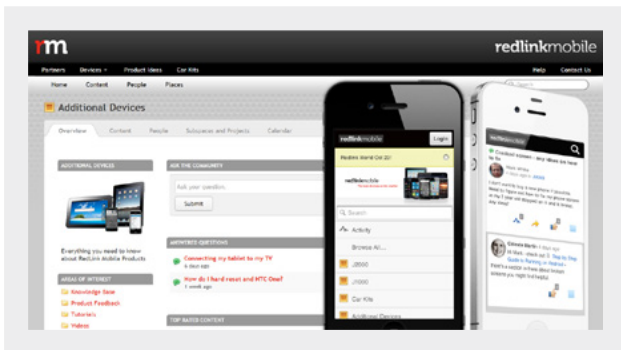
## Accelerates Time To Market with Cloud-Ready SaaS Deployment

Jive<sup>x</sup> is easy to deploy, right out of the cloud. You can launch a best-in-class community and shorten your sales cycle—without having to build it from scratch or use precious development resources. Point-and-click theming, drag-and-drop widgets and pre-configured templates make it simple to customize your community, match your branding and create a captivating look and feel. Automatic cloud-based updates ensure that you always get the latest and greatest features. Private cloud and on-premise deployment are also supported to meet a variety of business requirements.

## Maximizes Customer And Partner Satisfaction

Whether users are looking for fast answers, great content, authentic dialogue or an opportunity to share expertise and make valuable new connections, Jive<sup>x</sup> provides sought-after information and rewarding experiences that maximize customer and partner satisfaction. And that great experience is available wherever users happen to be, thanks to our “mobile first” approach.

- Leverages more types of content than any other platform (ideas, feedback, blogs, videos, photos, polls, conversations)
- Reach people everywhere with optimized mobile experience and social media streams
- Tag content as official, helpful, outdated, etc. to ensure more relevant results
- Deliver better search results highlighting content, people and places



## Leverages Proven Experience

We've been at this longer than anyone, helping global brands create some of the world's most successful online communities over the last 13 years. That experience is built into Jive<sup>x</sup>, resulting in the industry's most robust, best-designed community application. And our world-class professional services team can help you plan, design, launch and manage your community for maximum success.

## Jive<sup>x</sup> Features

### Rich Content, More Ways to Engage

From stunning videos and media-rich blogs to shared files, public and private groups, interactive discussions, live events and even online polls, Jive<sup>x</sup> is designed for true community engagement.

### Fast Answers, Better Case Deflection

Jive<sup>x</sup> lets customers answer questions and solve issues even before they think of picking up the phone. They simply start typing and Jive<sup>x</sup> finds the answer in seconds, highlighting helpful people, places and content inside and outside of your community. Federated search extends search capabilities across all of your systems. Result: happy customers, deflected calls and lower support costs.

### Built-In SEO Drives More Traffic to You

Jive<sup>x</sup>'s built-in SEO capabilities improve search engine rankings and drive traffic to your community. Contextually relevant title and H1 tags and metadata are generated automatically, and dynamic XML site map generation improves search engine indexing, directing even more people to your site through organic data strings created from customer content. Jive<sup>x</sup> makes sure that no duplicate content is sent to search engines and enables direct access to robots.

### Mobile First Provides Anywhere, Anytime Access

With a great mobile web experience for your customers and partners, Jive<sup>x</sup> lets everyone participate in your community wherever it happens to be. Our responsive design for mobile ensures they get the right information in the right format for their needs. Jive<sup>x</sup> also provides native app support, taking the mobile experience to a whole new level.

## Gamification for Deeper Engagement

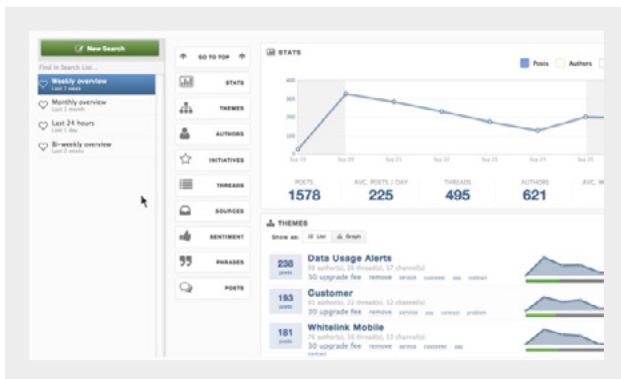
Jive<sup>x</sup> comes with the industry's most advanced gamification right out of the box, delivering a personalized, highly targeted experience. Drive desired behaviors with badges and tailored missions. Amp up enthusiasm with points that users can redeem in your rewards store. Grant special privileges to nurture fans and product champions.

## Moderation to Manage Your Community

Role-based administration and advanced moderation give you all the control you need. Permission and profile settings, configurable phrase monitoring and spam detection let you be the gatekeeper.

## Point-and-Click Analytics

Your online community may be the richest source of customer intelligence you'll ever have. And Jive<sup>x</sup> lets you mine it, with ready-made reports that reveal critical sentiments, behaviors and motivations. Identify your fans, stay ahead of trends and optimize your community for engagement and loyalty.



## Optimized Case Deflection—Visible ROI

No more scavenger hunts. Focused searching lets you deliver pinpoint answers to customer questions and fine-tune case deflection. You can configure spotlight search results to specifically highlight answered questions or knowledge base articles from specific areas of the community.

## Ideation for Innovation

Never miss a great idea and avoid the perception that customer feedback goes into a black hole. Jive<sup>x</sup> ideation makes it easy to capture, share and discuss the best and brightest ideas in your community.

## Pre-Configured Templates for Easy Deployment

Want to start a VIP support group for a top-tier customer? Or a collaborative space for partner enablement? Just pick from our list of pre-built templates, or quickly design one of your own to create a group that's perfect for the job.

## Video-Rich Media for Better Engagement

Enrich your Jive<sup>x</sup> community with great videos. Jive<sup>x</sup> gives you (and your community members) everything needed to create, collaborate on and share high-quality videos.

## Social Web Integration for Consistent Messaging

Jive<sup>x</sup> lets you manage all your online conversations in one convenient location. It automatically displays Facebook fan page content and Twitter activity in your community, where resident experts

can respond. The responses get posted back to Facebook and Twitter. All environments stay in sync and customers everywhere get the answers they need.

### **Jive Anywhere**

Jive Anywhere is a revolutionary capability that brings community conversation to every website and web-based application. Wherever users go on the web, they can instantly access relevant discussions from your Jive<sup>x</sup> community, and easily share web content with fellow community members.

### **eDiscovery for Administrative Searches**

When legal, regulatory or investigative situations require searching communications in Jive<sup>x</sup>, eDiscovery delivers. eDiscovery allows administrators to search Jive<sup>x</sup> communities for content related to specific users, and export the results for use in third-party eDiscovery management tools.

## **Add-on Modules**

Add-on modules enable you to add more customization to your Jive<sup>x</sup> community, providing the extra flexibility to drive more engagement and view more insights from your customers and partners.

- CRM Connector
- Marketing Automation Connector
- Extended Analytics with Resonata
- StreamOnce
- Microsoft Office, Outlook, Outlook Web Access

### **CRM Connector**

The Jive<sup>x</sup> CRM Connector lets you automatically or manually escalate customer issues to cases. And it enables customers to easily view the status of their cases in the community.

### **Marketing Automation Connector**

Jive<sup>x</sup> unifies your social marketing efforts with lead and opportunity tracking. Imagine your marketing system automatically extracting customer intelligence from your community, and using lead data to personalize users' community experience.

### **Extended Analytics with Resonata**

Resonata analyzes the activity in your Jive customer community and reveals the sentiments, behaviors and motivations that drive participation and satisfaction. Identify your champions and detractors, track trends and spot emerging problems—in seconds with a few clicks.

### **StreamOnce**

Extend the power of your Jive<sup>x</sup> community and consolidate your online customer conversations. StreamOnce brings Facebook and Twitter interactions into your community, so you and your community members have one place to respond, and all environments stay in sync.

### **Microsoft Office, Outlook, Outlook Web Access**

If your Jive<sup>x</sup> community is used for customer, partner or developer collaboration, these modules are a great way to keep everyone in sync and up-to-date, even when users are working from

Office, Outlook or Outlook Web Access. Office users can co-create, edit and share Microsoft Office docs in real time. Outlook and Outlook Web Access users can participate in your Jive<sup>x</sup> community, access people and information, take part in discussions and more, all from their inbox.

Forums	Essentials	Essentials+
All the basics including:	Forums and These Additional Features:	Essentials and These Additional Feature:
Discussions	Polls	Projects
Documents	Direct Messages	Basic Tasks
Blogs	Native Mobile Apps	Create and Upload Videos in Jive
Groups	Advanced Gamification for Jive <sup>x</sup>	Advanced Social Web Integration
Point-and-Click Theming	Custom Domain Name	Advanced Event Capabilities
Social Web Connections	Ideas	eDiscovery for Jive <sup>x</sup>
Powerful Moderation Capabilities	Box Integration	Office and Outlook Integration
Case Deflection Search	Google Drive Integration	
Optimized for Search Engines	Upload or Embed Videos from 120+ sites	
HTML5 web app		
Support		
Embed Video from YouTube + 5 other sites		