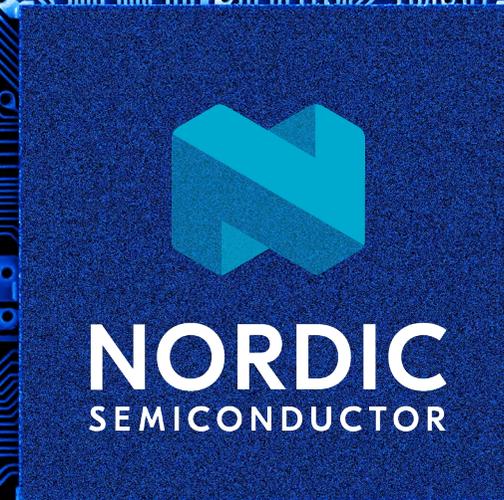


4 ROADS

Nordic Semiconductor CASE STUDY

A community project in partnership with **VERINT.**



OVERVIEW



CLIENT:

Nordic
Semiconductor



TECHNOLOGY:

Online Community
(Verint Community)



TIMEFRAME:

3.5 months



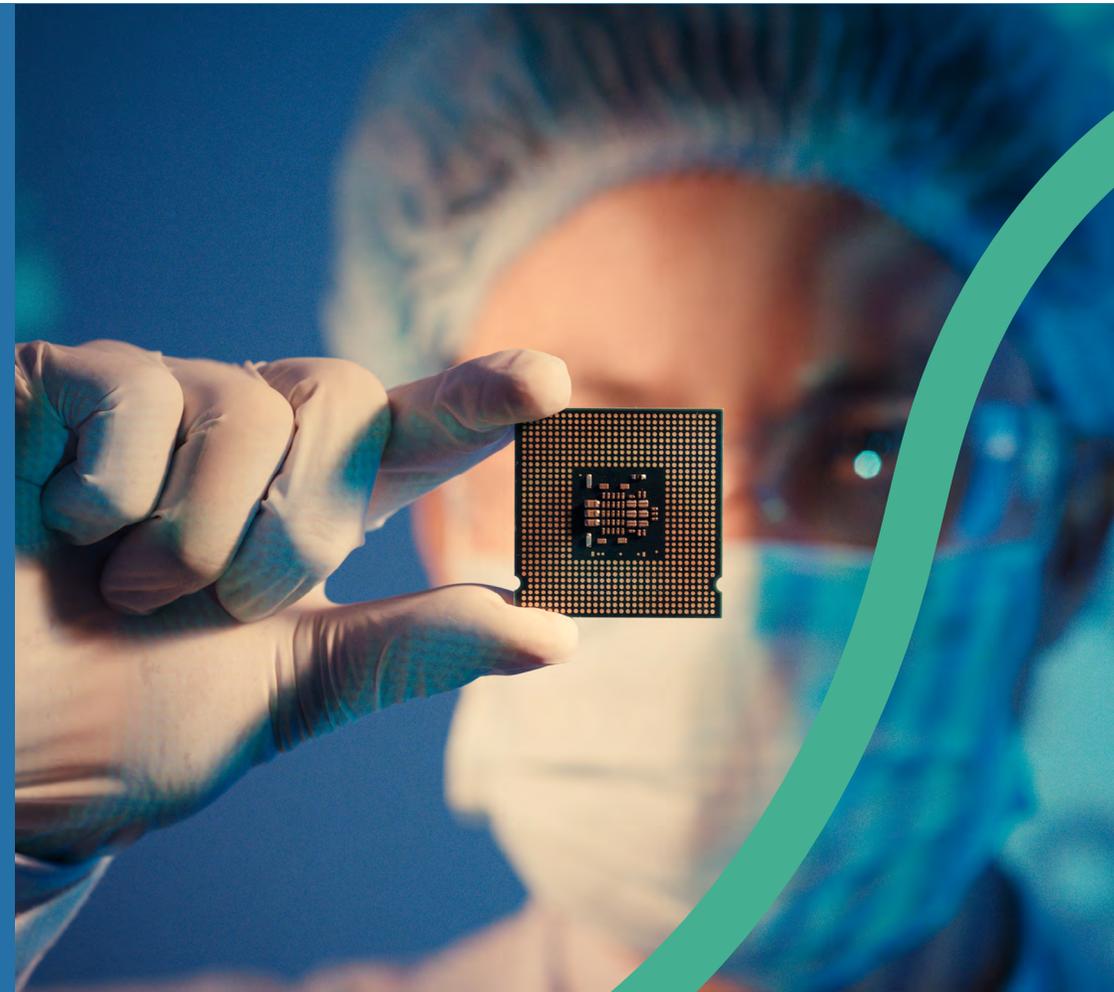
CHALLENGE:

Overhaul the community & replace
and integrate a new ticketing system

BACKGROUND

Nordic Semiconductor specialises in ultra-low power wireless chips for use in consumer electronics, such as wireless PC peripherals, gaming controllers, sports and fitness sensors, toys, and set-top box remotes.

The Norwegian based organisation serves an international customer base of technology businesses.



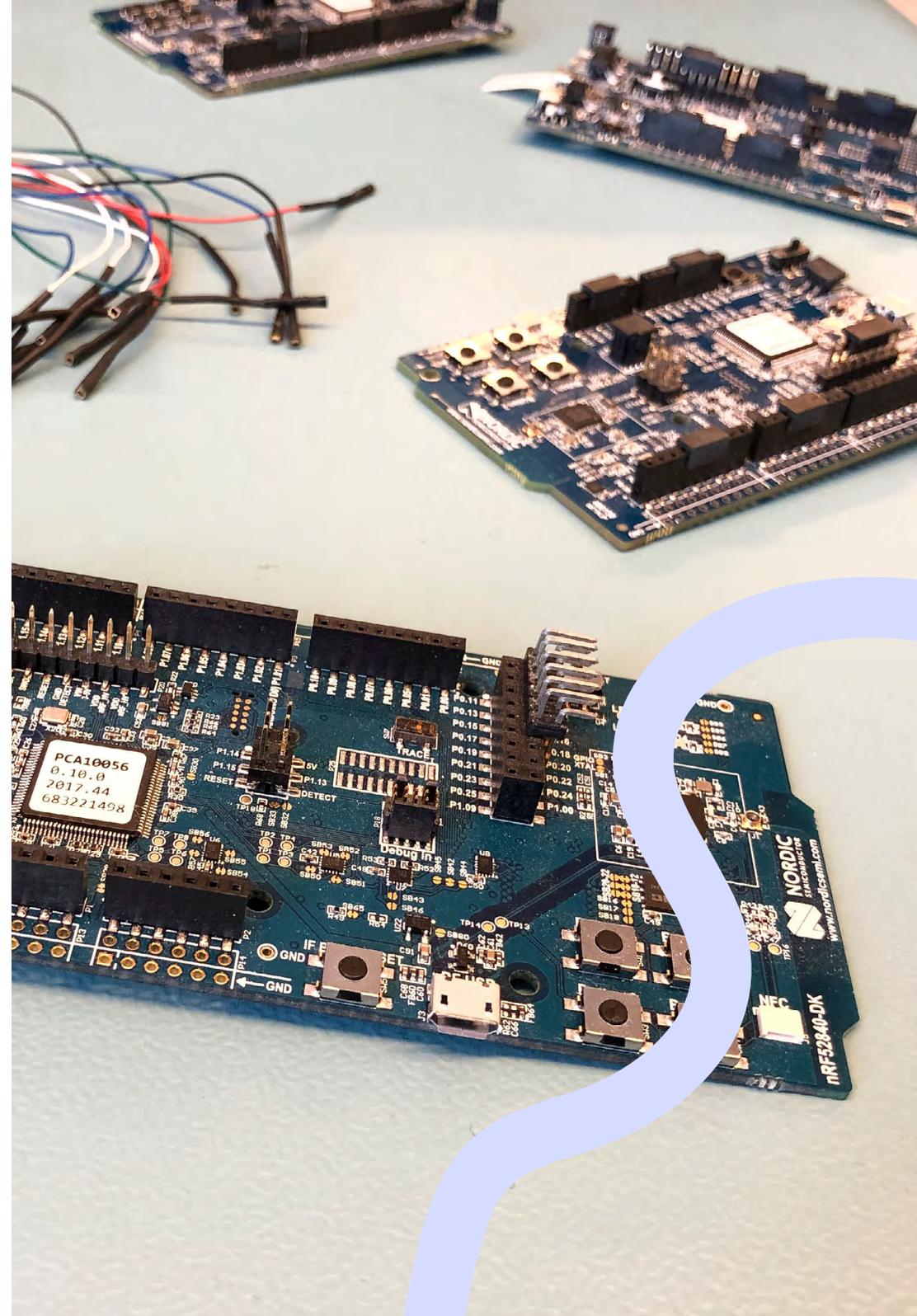
CHALLENGE

Nordic Semiconductor had more than 60,000 registered users and more than 40,000 support requests logged in a ticketing system called 'MyPage' which customers used to request specialist support with development projects.

An online public community named 'DevZone' also existed where developers could seek help and information from their peers about using Nordic's products in their projects.

The existing community had been built using the Django platform with Askbot Q&A forum and its ticketing system had been custom-built and attached to the side of its Sitecore-powered website.

Managing the two platforms side-by-side resulted in duplication and inefficiency.





CHALLENGE

Users had two separate log-ins and it was not possible to check whether a case had been raised in the DevZone before creating a support ticket in MyPage.

Both systems needed to be upgraded and customised with features to enhance the user experience.

Nordic also wanted to reduce the demand placed on its team of support engineers. This would happen in two ways:

- 1) By running the ticketing system and its online community through a single platform
- 2) Through enhancing the community functionality so that it would be easier for users to leverage the community for information and development solutions.

SOLUTION

The Verint Community platform was chosen to underpin this, with a specialist application for the support tickets added to the core functionality by extending the Verint platform through supported APIs.

4 Roads was selected as the Verint partner responsible for the build and a seamless migration, which involved porting all user information and ticketing details from the two existing systems to the Verint system.

This included transferring user scores, reputation details, 30,000 forum posts and all personal information.

4R CASE STUDY

“ We chose 4-Roads because of their extensive experience with the Verint platform. ”

- Eivind Sivertsen, Online Presence Manager

“They are also a certified Sitecore partner and as we rely on Sitecore for other new developments, we knew a long-term partnership would be beneficial.

The spirit of 4-Roads' staff is always forthcoming and can-do, making them a very attractive partner for our projects.”

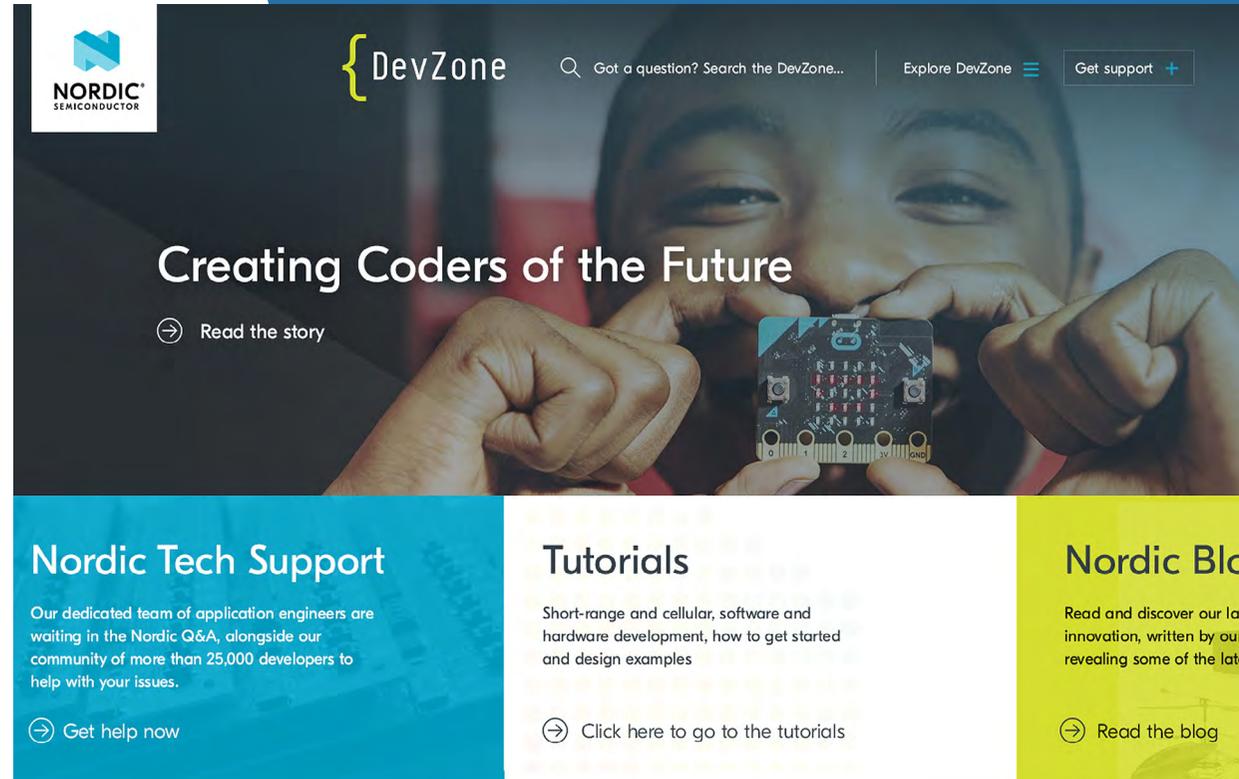
SOLUTION

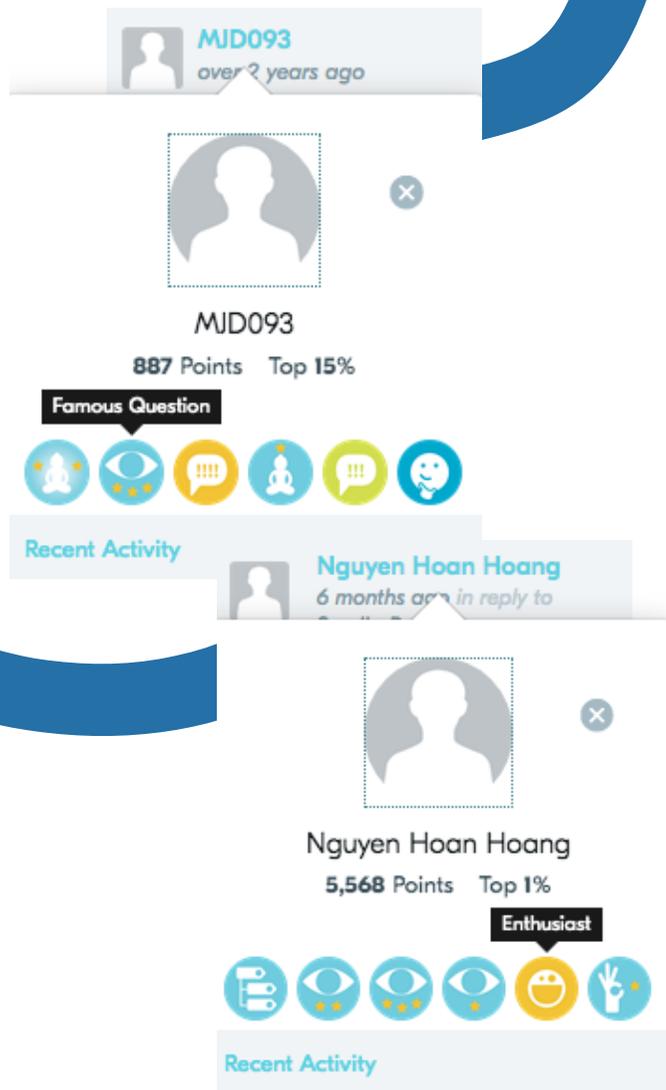
4 Roads started with a comprehensive discovery phase to extract all functionality from the existing DevZone and MyPage applications.

This progressed into a UX phase where key components of functionality were designed to complement the look and feel of the main website.

The new interface was designed from the ground up to encourage users to create public support tickets before creating private tickets.

Now, when a ticket is raised within the community, a support engineer is presented with a dashboard containing supplementary information to accelerate resolution, including the user's previous cases, interactions, and the user profile.





SOLUTION

Using the Verint Rule Engine, 4 Roads was also able to establish a series of custom rules inside the community, enabling them to offer unique and engaging features to its user base—encouraging wider participation and less involvement from Nordic engineers.

Rules include gathering information on users' voting, tagging of content, provision of answers, and whether these answers are rejected or accepted.

These actions trigger the granting of privileges and the award of badges, which in turn enhances their status in the community. For example, if a thread is viewed more than 1,000 times the originator and/or key contributors can be granted a reward.

The new sites also now run multi-factor authentication to provide users with additional peace of mind that their information and discussions are secure.

It also acts as an Oath identity provider for other systems in the Nordic Semiconductor ecosystem.

RESULTS

{ DevZone

The ambition to maximise the number of support cases appearing on the public forums has been hugely successful.

With the new DevZone launched and seamlessly integrated with the new ticketing system, Nordic Semiconductor has increased the volume of public cases from 56% to 63%.

Inversely, they reduced the number of private cases from 44% to 37%.*

This means queries are being channelled to the community instead of directly to Nordic Semiconductor – reducing the burden on the support team and eliminating the need for additional support resources.

*The average volume of support cases remained unchanged.

RESULTS

In addition, the move to a single unified system has resulted in the following benefits:

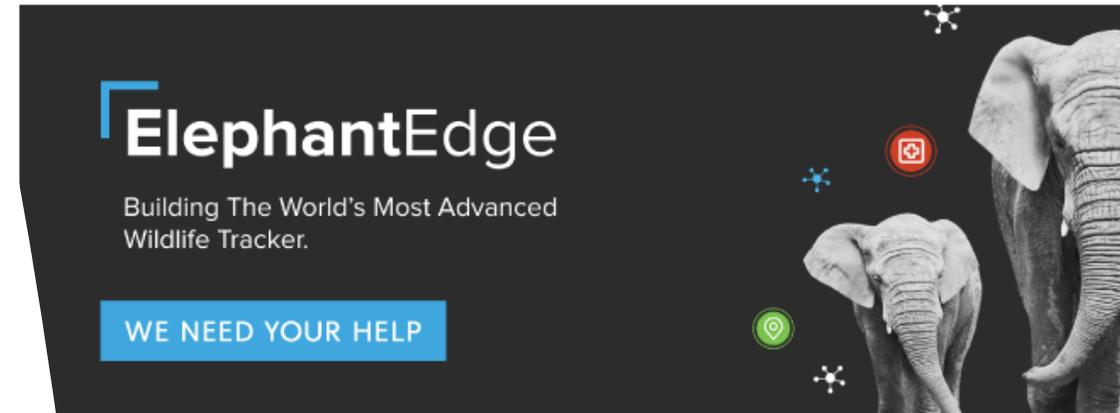
- Increased efficiency by removing the burden of managing two separate platforms.
- Replacing the old ticketing system with an application that sits inside the community facilitates the submission of private messages and streamlines engineers' workload.
- Questions that arise in public forums – and cases that come in via private messages – are managed in a single location. Support engineers no longer jump between two systems.
- The satisfying and rewarding community experience means more users take queries to the community rather than directly to Nordic Semiconductor – further increasing support team efficiency.

4R CASE STUDY



Community

[Wireless developer blog](#) [Wireless developer forum](#) [The Backstage forum](#)



FruityMesh v1.0 - connection-based open source BLE Mesh now available on Github

[Marius Heil](#)

Hello everyone, 5 years ago, FruityMesh was open sourced as the first connection-based Bluetooth Low...

Mesh and its role in the Internet of Things

[by Afaneh](#)

RESULTS

- Users now have a single repository for their profiles and reputations. They also benefit from a more conducive environment from which to access peer support. The enhancement to the user experience includes easier search, access to more content from which users can extract information, and more relevant information being served up in search results.
- Users now enjoy a seamless experience. Separate logins to the ticketing and community systems have been replaced by a single log-in. When users first access the system, they can log-in with either set of credentials. After this, they can then merge their two accounts into a single account.

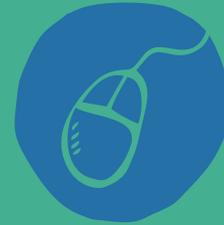


STATS



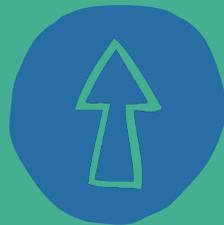
60,000+

active members



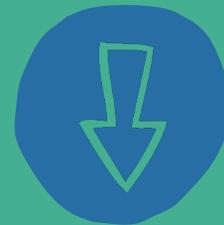
40,000+

support tickets lodged



56-63%

increase in public cases

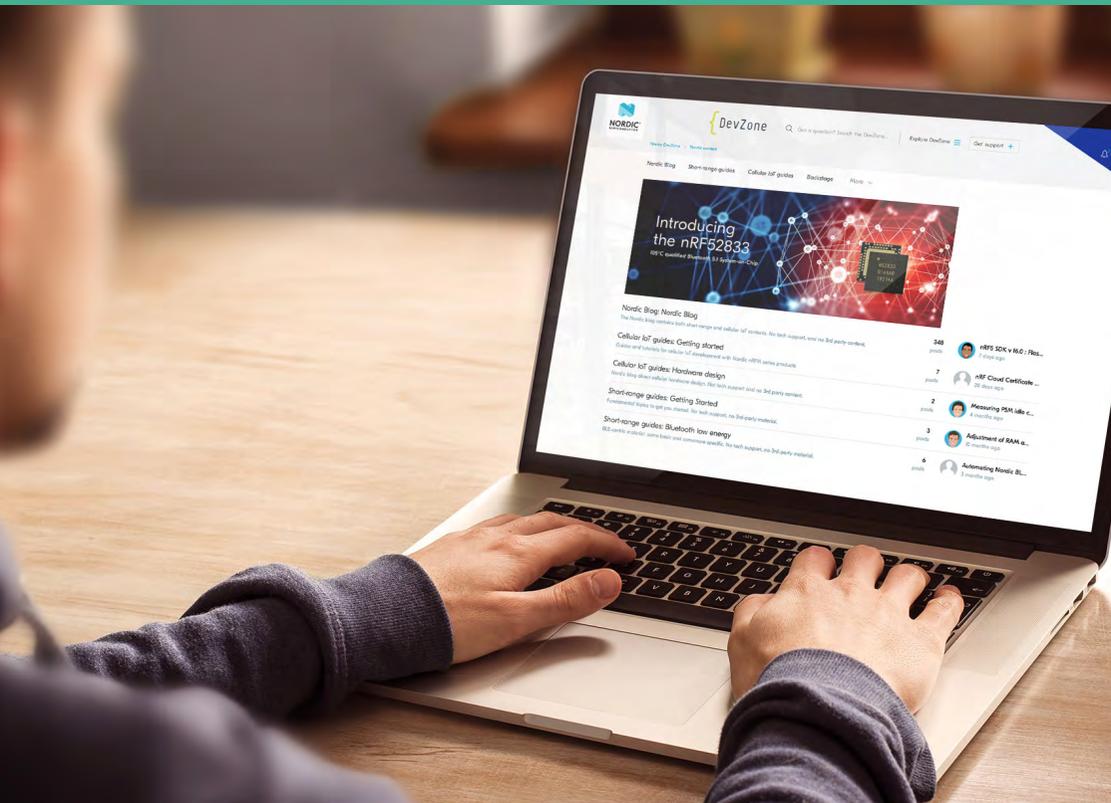
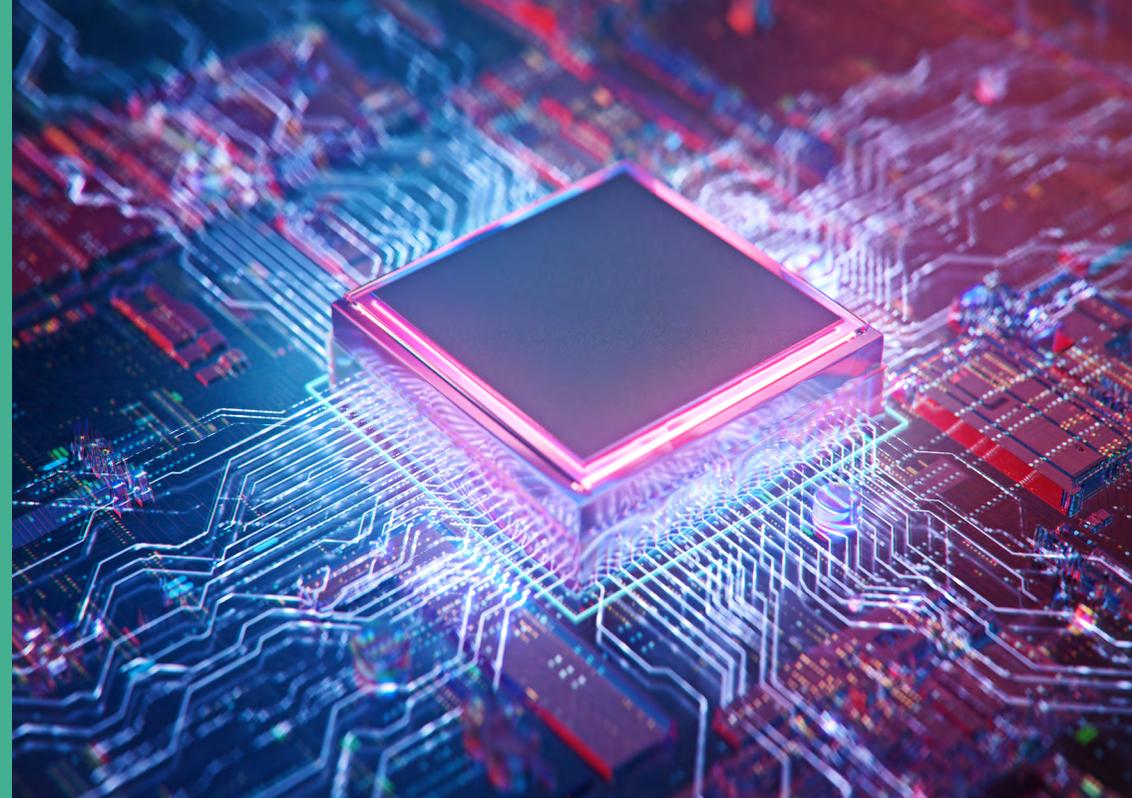


44-37%

drop in private support tickets

FUTURE PLANS

After such a substantial overhaul and the introduction of new features, the immediate future will involve refining the offering and making it work in the best way for support teams and the community.



In addition, there will be continued training and support for Nordic's support engineers on making it work in the best way for support teams and the community.

FUTURE PLANS

“ We're definitely aiming to make further use of the applications inside Verint and in addition to the Q&A and blog, we have plenty of ideas for “open” discussion forums and other content and groups to add value to the site. So, stay tuned...

- Eivind Sivertsen
Online Presence Manager

”

4 ROADS

THANKS FOR READING!

Find Out More:

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