

4 ROADS

Olympus Cameras CASE STUDY

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



OVERVIEW



CLIENT:

Olympus



TECHNOLOGY:

Online Community



TIMEFRAME:

6 Months



CHALLENGE:

Build a bespoke community using Verint's Community platform

BACKGROUND

Olympus is a global leader in precision technology. Olympus digital cameras and optical solutions help capture life's precious moments.

Passionate about expanding the boundaries of product design and functionality, Olympus empowers consumers and professionals alike with innovative digital cameras, lenses, audio recorders, and binoculars – opening up new possibilities with precision optics and groundbreaking technologies.

4R CASE STUDY



CHALLENGE

Despite already being a household name in the world of photography, Olympus had the vision to support, expand, and grow with prospective and existing customers from all across Europe.

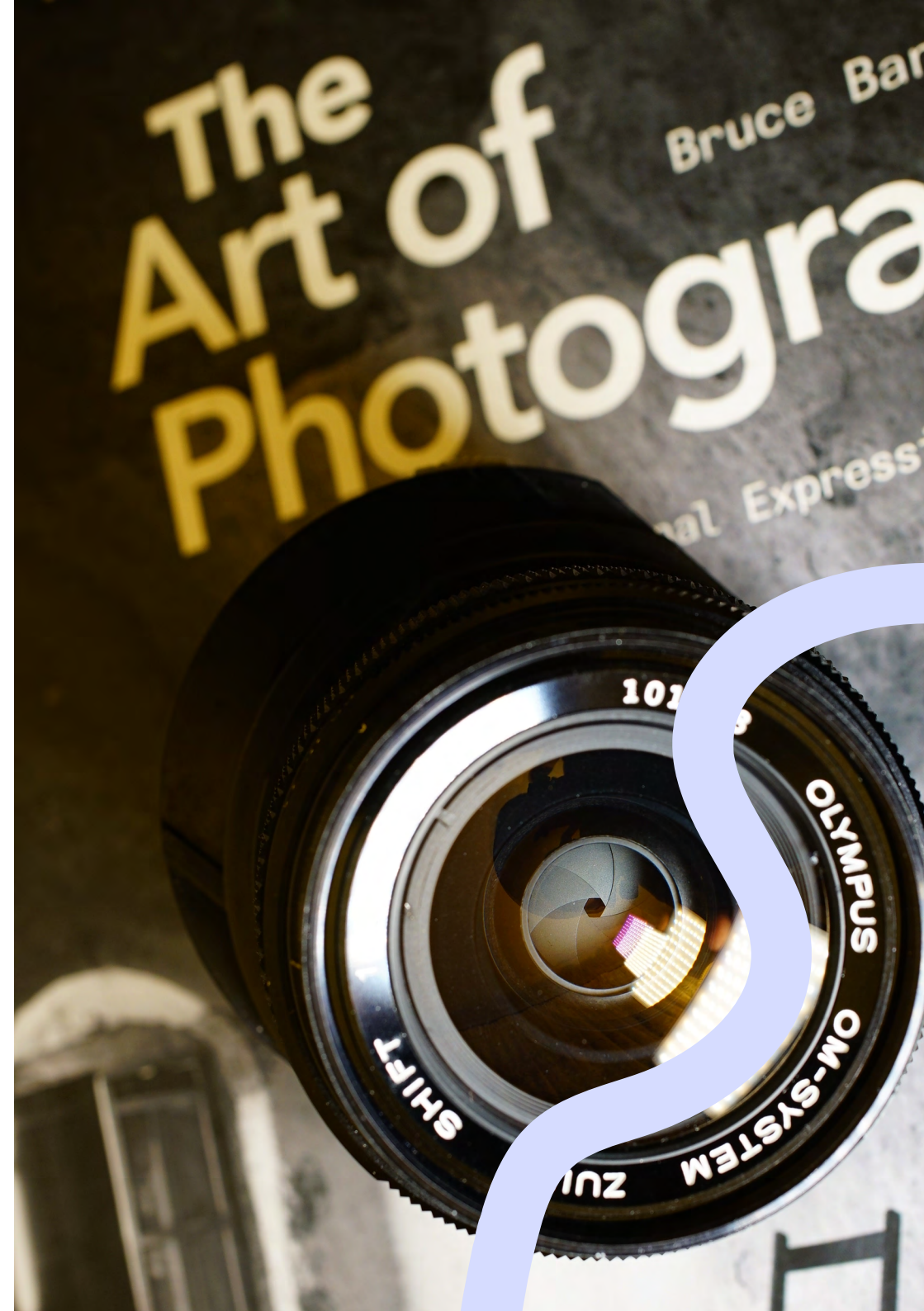
They wanted to find a digital solution that would allow them to bring people together to share their love of photography, feel inspired, and get support when needed.

The digital solution couldn't just be any portal or forum.

It would need to include features that would allow them to build and increase brand loyalty in a controlled and measurable way.

It would also need to be built on a robust platform capable of handling thousands of users, integrate seamlessly with existing IT networks and support requirements, and grow with ever-evolving consumer and business needs.

4R CASE STUDY



SOLUTION: THE PLATFORM



After extensive research and due diligence, Olympus selected Verint Community.

Verint is a leader in customer engagement solutions and technology. The extensible platform, along with its superior features and its history of innovation and continuous improvement, made Verint Community the premier choice.

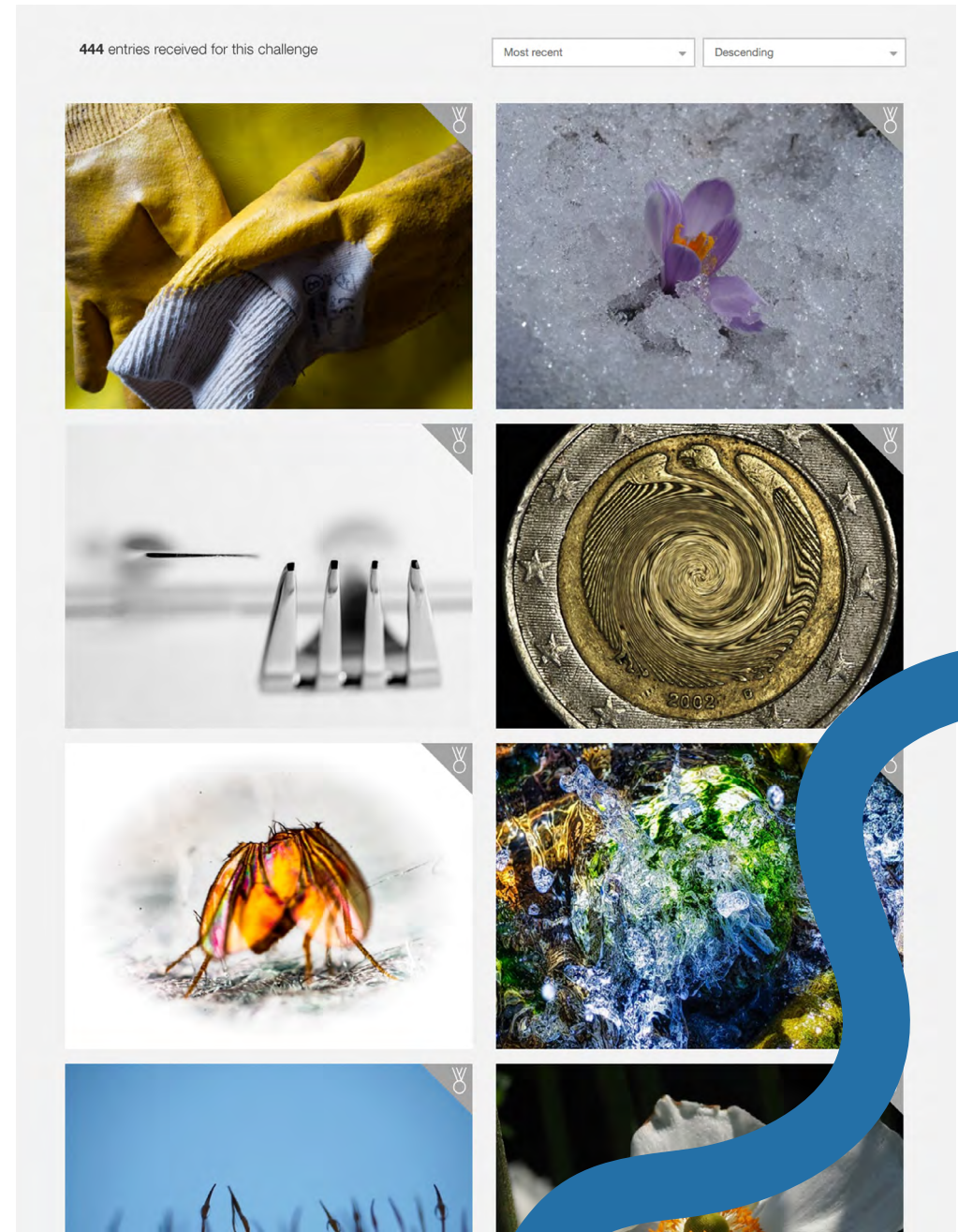
Unlike other vendors, **a key perk in selecting Verint Community was that engagement and loyalty features and functionality come out-of-the-box.** This enabled Olympus to launch with a strong arsenal of community tools, and helped them avoid larger costs further down the line.

With a clear vision and strategy, Olympus and Verint set off to create MyOlympus, a community where members can share photos, compete in contests and get tips on the latest photography techniques.

SOLUTION: KEY REQUIREMENTS

For MyOlympus to effectively make an impact and drive loyalty, the chosen platform needed to include some key features and considerations, including:

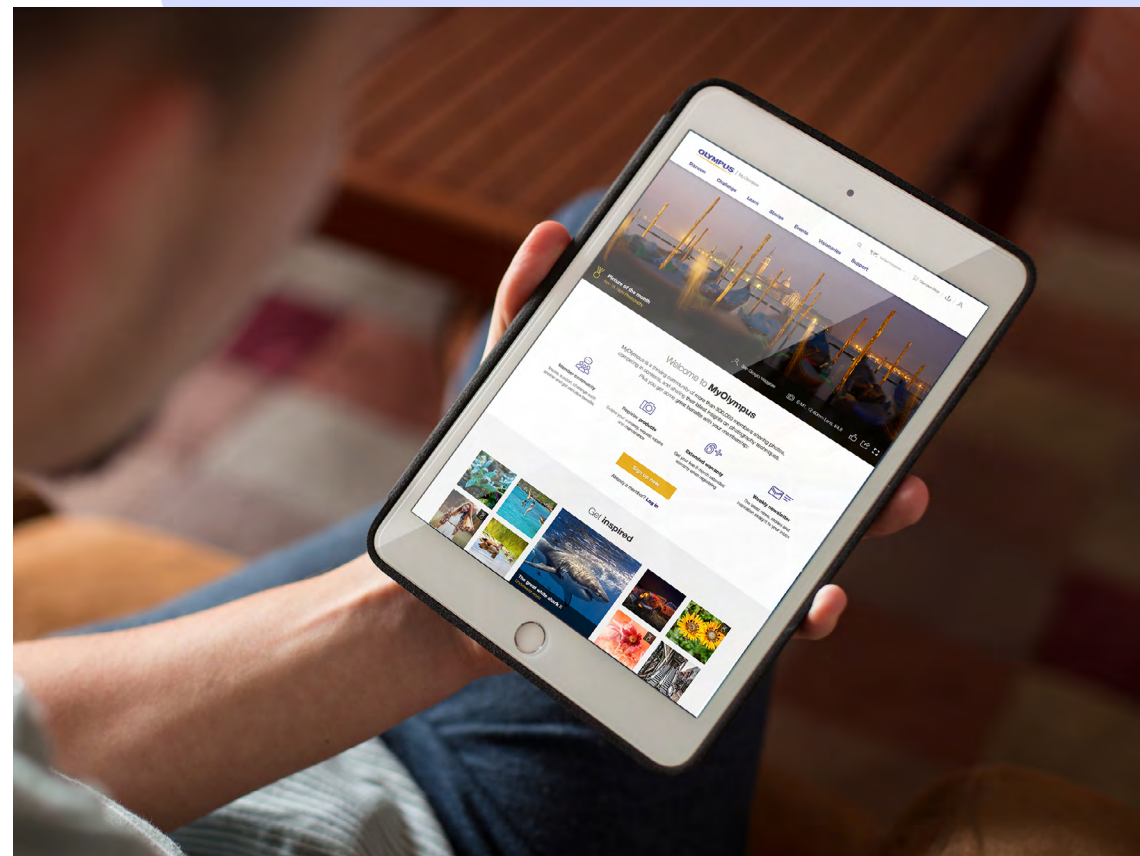
- Support company and user-generated content
- Java-based configuration
- Customizing via REST interface available and integrated widget development tools
- Email notification and email subscription functionalities
- "Digest," "points," and "badges" functionality
- Mobile-first approach, responsive layout available
- Multi-language capability
- Platform extensibility



Olympus launched MyOlympus, ultimately achieving its vision of bringing together the people who share a common passion for photography and Olympus products.

MyOlympus now helps them to engage with the brand and with other community members in new and personalised ways.

The community also empowers members to discover new ideas, get inspired, participate in challenges, register products, and get **self-service support** when needed.



SOLUTION: MYOLYMPUS EVOLUTION

Olympus understood building a thriving community is an ongoing process.

They understood it requires continual observation, improvements and upgrades to satisfy the community members' evolving needs.

After a successful launch, the company wanted to find a long-term partner to help deliver additional services, provide unique member experiences, and drive its community strategy forward.

To ensure maximum functionality, stability, and optimum user experiences while tackling ongoing advancements, **Olympus chose 4 Roads to handle the project due to its extensive experience with Verint Community.**

4 Roads began by upgrading MyOlympus to the latest version of Verint Community to introduce improvements to user experience, functionality, and bug resolution.

This upgrade then opened the door for MyOlympus to begin utilising more advanced Verint Community features.

“This was an extremely complex project.”

says Olympus' Community Manager,
Ana Maria Albert.

“It was essential for us that we worked with a highly experienced delivery partner who could take a holistic view of the project. We didn't just need technical expertise. We also needed a partner who could also deliver community strategy and advise on content and design. This made 4 Roads the ideal partner for us.”

SOLUTION: MYOLYMPUS EVOLUTION

With the initial upgrade complete, members saw immediate UX improvements, with feedback praising updates like the added transparency on service request status, the ability to download repair reports and more intuitive logging forms.

However, an ambition to provide members with the best customer experiences and increase brand loyalty meant the next evolution of MyOlympus required 4 Roads to develop custom plugins to expand on the core functionality.

This is a key benefit of Verint's Community platform.

With other community platforms on the market, there can be a glass ceiling on what you can achieve.

However, this is where Verint Community excels. It's built for extensibility and allowed Olympus and 4 Roads to create experiences that are as unique as the brand itself. Upgrades included:

- YouTube galleries
- Filtered search
- Image galleries
- Events
- Language detection
- Banners
- Zoom integration
- Upgrades to notifications
- Styling improvements
- Instagram integration
- Photo competitions

4R CASE STUDY



Welcome to MyOlympus

MyOlympus is a thriving community of more than 300,000 members sharing photos, competing in contests and sharing their latest insights on photography techniques.

Plus you get some great benefits with your membership:



Register products

Extend your warranty, request repairs and maintenance



Extended warranty

Get your free 6 months extended warranty when registering



Monthly newsletter

The latest news, stories and inspiration straight to your inbox

[Sign up now](#)

Already a member? [Log in](#)

Learn with us

Make the most of your time at home. Develop your photography skills, explore new genres of photography, delve deeper into your camera's functions. We've compiled tutorials with creative ideas for photography at home, and our Visionaries are here for you with webinars, blogs and podcasts. Come back often, as the content is continuously growing.

[Discover more](#)

SOLUTION: MYOLYMPUS EVOLUTION

“Updated design, functionality, and streamlined processes make a big difference to user experience and member retention.

We knew this would be challenging, but we were confident that with close collaboration with the 4 Roads team it would be a success.”

- Ana Maria Albert, Olympus Community Manager

RESULTS

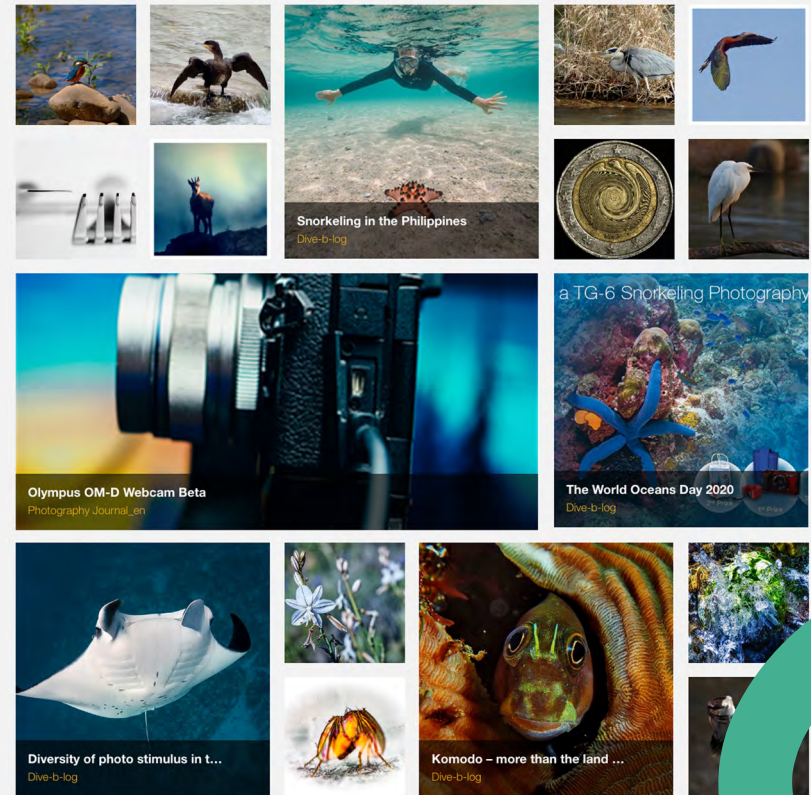
Today, MyOlympus is a truly thriving community, and continues to grow thanks to the extensive nature of Verint Community.

With more than 410,000 members across Europe and 230,000 photos shared, the upgraded MyOlympus community allows Olympus to:

- Reaffirm their position as market leaders
- Inspire & encourage new customers
- Create stronger brand loyalty
- Enhance their customer experience
- Improve customer-to-customer support
- Engage customers with competitions
- Encourage more brand ambassadors

4R CASE STUDY

Get inspired



[View More](#)

Take part in the **latest challenges**

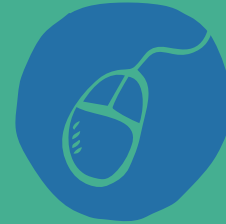


KEY STATS



410K+

members across Europe



504K+

monthly page views



263K+

photos shared

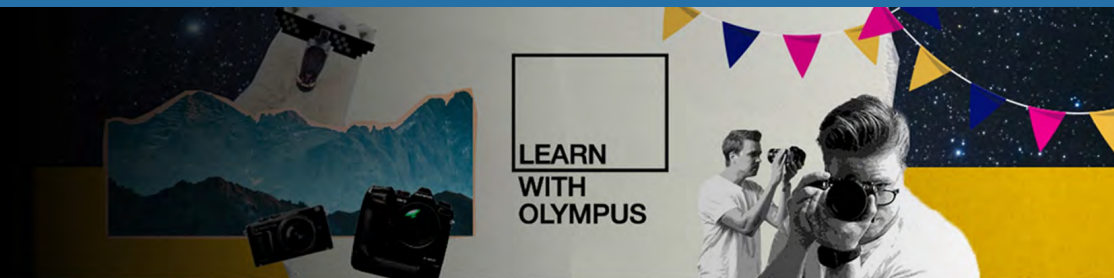


1K+

monthly contest submissions

RESULTS

In collaboration with Verint and 4 Roads, Olympus made its vision come to life, creating one of the most thriving digital support and engagement communities.

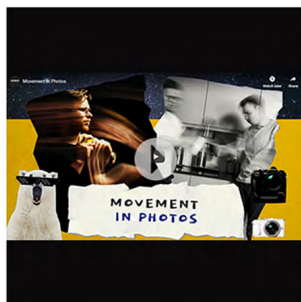


The average picture club

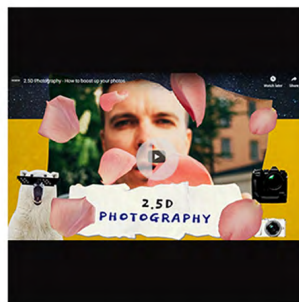
How to take your photography skills all the way up to awesome? We're not quite sure but we're down to try just about anything to figure this out. Join us on a trip from Food Photography to Self Portraits and DIY Filters, and we'll do our best to keep you entertained!



Same setup different lens



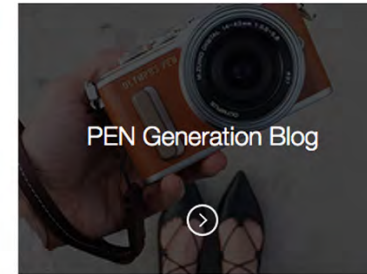
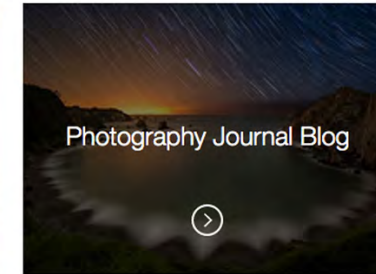
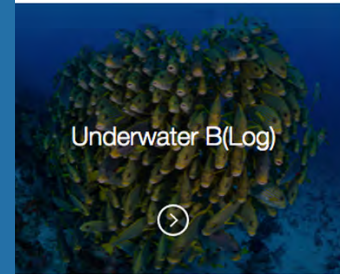
Movement in Photos



2.5D Photography - How to boost up your photos

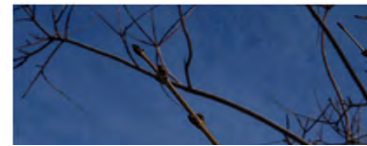
Be part of the community

Share your experiences with like-minded photographers - and let yourself be inspired by their creative take on the world. Or tell about your own!



Inspire and be inspired

Share your photos on Instagram using the hashtag **#LearnWithOlympus** and be part of the greater Olympus community.



MyOlympus continues to be a catalyst for growth, delivering loyalty-building experiences.

It has also become a key component in their long-term customer success strategy, helping Olympus continue in its mission of empowering customers and opening up new possibilities for those who share a love of photography.

4 ROADS



THANKS FOR READING!



Find Out More:

+44 808 189 2044

info@4-roads.com

Chamberlain House, Avenue J,
Stoneleigh Park, Kenilworth, CV8 2LG