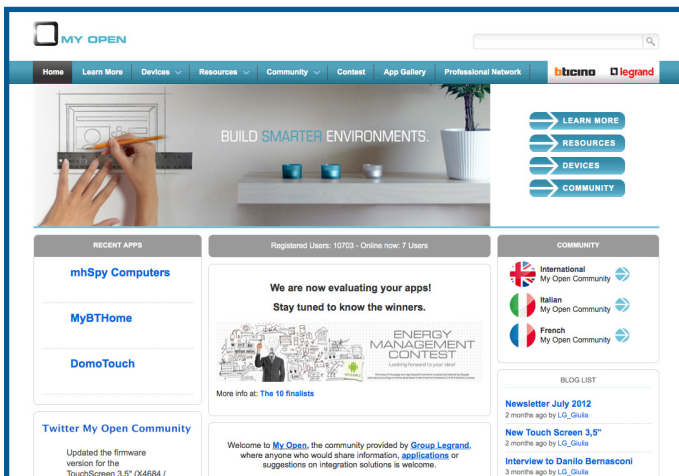




BTicino Enhances Customer Support and Partner Engagement

BTicino, a division of the Legrand Group, is one of the most important manufacturers globally in the field of low-voltage electrical equipment for living, working and production spaces. Its collection is based on a system of home and building automation that makes managing everyday activities more flexible and economical.



BTicino created MyOpen, an online community for customers and partners to crowdsource support and share product innovations.

Challenge

Enhance customer support experience and global marketing strategy

BTicino builds appliances and switches for home automation products. It offered basic product support to its 10,000 customers and partners in online forums. However, it wanted to move beyond just technical product support in forums to create more business value from the interactions between its customers, partners and employees.

Working with OpenKnowledge, an Italian-based Telligent consulting partner, BTicino devised a strategy to create an online community for enhanced customer service, social marketing, sales and collaborative product innovation to drive business value.

Solution

Launched My Open online community to improve sales, support and collaborative innovation

“BTicino and OpenKnowledge worked together to implement My Open, an interactive community of customers, partners and employees,” says Rosario Sica, Founder and CEO, OpenKnowledge. “It supports communities in three different languages – Italian, French and English – and has more than 10,000 members throughout Europe, Asia, North and South America, Oceania and Africa.”

“We traded in our old 80s car [legacy support forums] for a modern supercar with Telligent Community.”

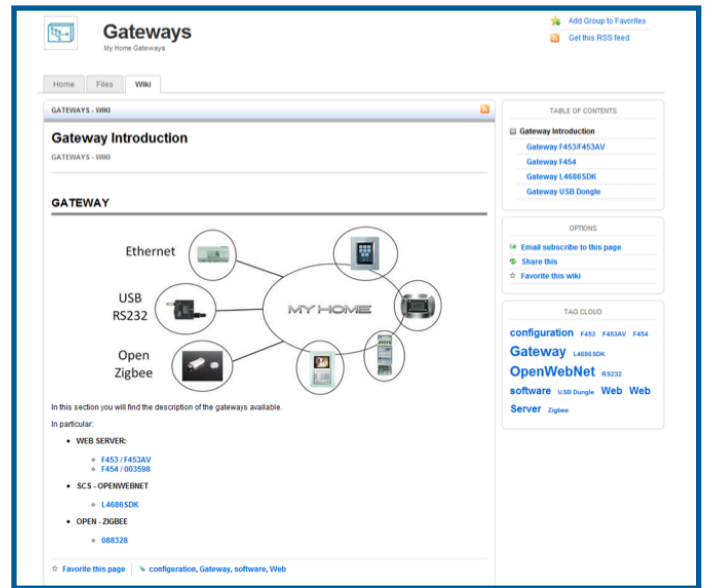
Enrico Valtolina, Partnership & System Integration and Customization for BTicino / Legrand

OpenKnowledge devised a social strategy to generate business value from the community.

It connects members for:

- > **Social marketing:** BTicino engages customers and partners to discuss company updates, products and industry news, which helps to strengthen relationships. It shares corporate updates, as well as interesting interviews to keep customers informed and engaged. BTicino markets apps, which customers can purchase to augment their home automation systems, developed by customers and partners in the App gallery.
- > **Market research:** BTicino posts polls and enables customers and partners to offer product feedback and suggest enhancements. It monitors and measures online conversations to determine popular products and customer needs.
- > **Social customer service:** Customers crowdsource product questions in forums and BTicino provides FAQs and technical documentation for all of its hardware and software in searchable wikis. Traditional software guides and development tools are posted in media galleries. BTicino tags all content so community members can quickly sort through and find the information they are looking for.

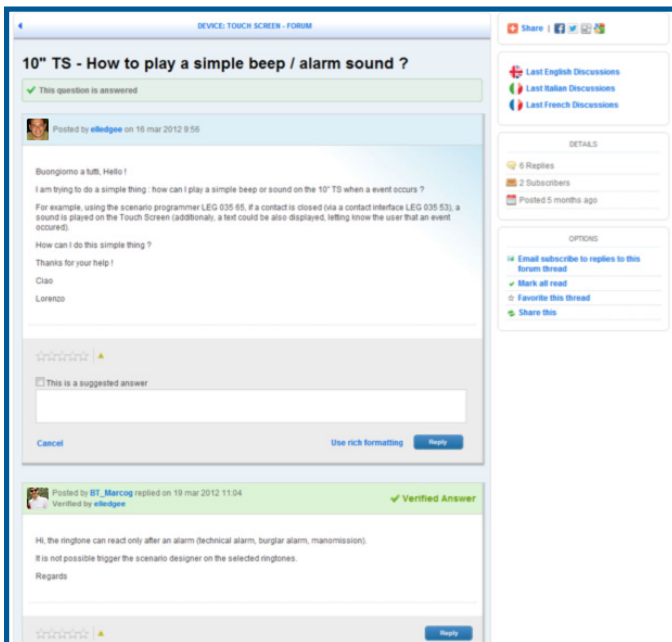
- > **Sales enablement:** Leads are tracked in the community so that sales team members can quickly respond to and follow up on opportunities. In addition, BTicino previews products in the community and provides special offers to prospective customers to increase sales. It also sells different products in the app gallery, which customers can rate and comment on.
- > **Collaborative product innovation:** Partners and customers share new ideas, which BTicino integrates with Research & Development's plans to improve products. It created the first energy management contest to encourage apps for Android devices, which increased the number of community members and apps available to customers.
- > **Customer communications:** BTicino created a private group for employees to coordinate community management activities and issues. Plus, employees can share information and discuss how to complete projects or respond to customer requests in private, as needed.



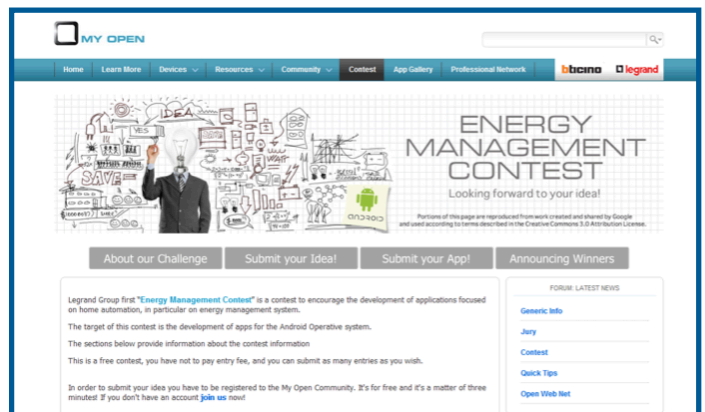
Product documentation is tagged and searchable in online wikis and file galleries.



Members access technical documentations and tools related to devices that allow them to design custom applications.



Community members crowdsource product support in discussion forums.



The energy management contest engaged members in a competition for new Android apps.

“Telligent Analytics is a very powerful tool for measuring the business benefits of the My Open community and one of the reasons we chose the Telligent platform.”

**Rosario Sica, Founder and CEO,
OpenKnowledge**

Results

Enhanced customer support, brand reputation and positive word of mouth

BTicino created a successful and interactive community to connect its customers, partners and employees in their joint goal of supporting, extending and integrating home automation tools.

- > **Enhanced customer experience:** My Open helps give customers speedy online customer support through crowdsourcing that's accessible 24/7, which caters to an international customer base. Customers now help each other, which reduces the time spent on inbound support requests. It has registered members from 90 different countries, a reply rate of 74% and a time-to-solution average of three days.
- > **Improved product portfolio:** The number of applications built on BTicino's system significantly increased. BTicino opened the market to third parties, who now invest in development solutions for its My Home products. It has developed and posted online 37 new apps, and now introduces new apps at an increased rate of one per month.
- > **Differentiated social marketing strategy:** BTicino extends the value of its products through innovative designs and online social support, which enhances its market competitiveness. It generates customer insights and feedback from the community for market research, and positions its interactive, supportive community as a key differentiator in the market.

Contact OpenKnowledge

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