

A man and a woman are shown in profile, sitting together and listening to music. The woman, in the background, has blonde hair and is wearing a blue and white striped shirt. The man, in the foreground, has long brown hair, a beard, and is wearing sunglasses and a white t-shirt. Both are wearing large black headphones. The man is holding a yellow smartphone. A floor lamp with a white shade is visible on the left. The background is a plain, light-colored wall.

WHY WE BUILT A SALESFORCE COMMUNITY: PonoMusic

Introduction

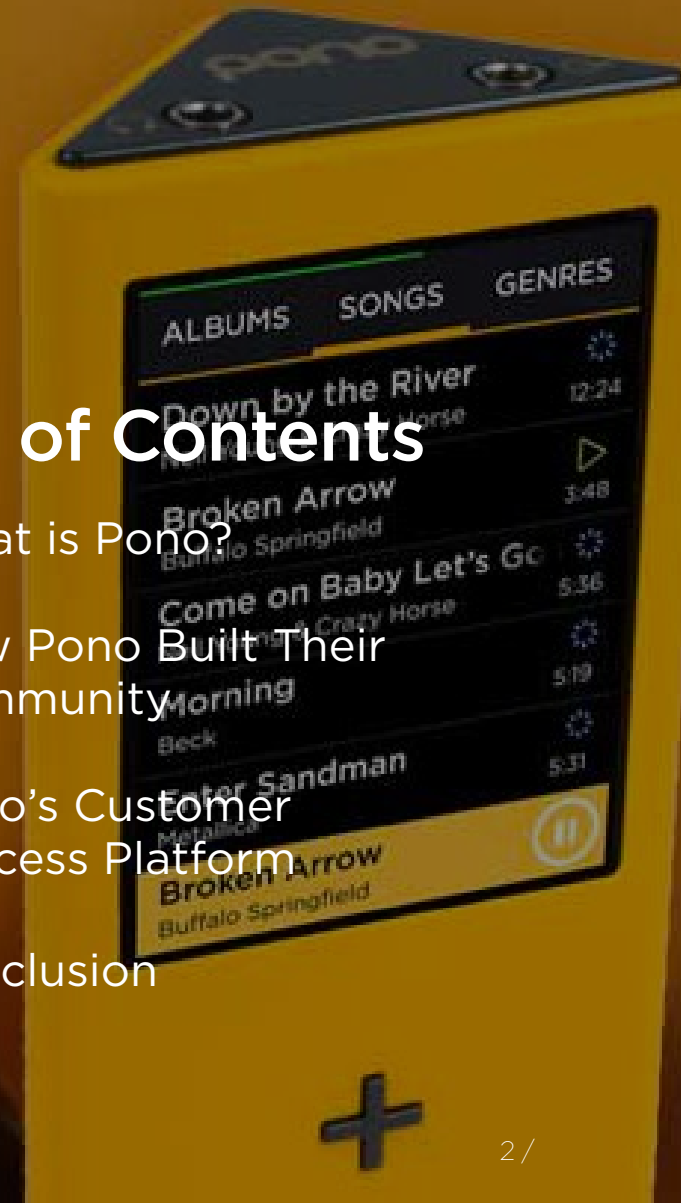
Rock and roll legend Neil Young wants to save his favorite art form. His mission was to turn the tide on compressed music because music has taken a huge hit due to the popularity of MP3s and streaming. Unfortunately, compressed music became the de-facto standard for music. Since much of the nuance and detail of the the artist's creation is lost in a compressed format, this resulted in an apathy throughout the music creation and delivery chain, all the way back to the recording studios. Why bother to perfect the music if no one will ever hear it? Musician Elvis Costello equates it to “a Xerox copy of the Mona Lisa.”

So in March 2013 he launched what would become the third most successful kickstarter in history — raising \$6 million from 18,000 passionate backers — to develop the PonoPlayer, a high fidelity audioplayer that would deliver music to listeners with a level of quality that was exactly as the artist intended it.

But what does Pono have to do with community? In this e-book, you'll learn about how community was a part of the Pono experience right from the start, and how the Pono community continues to grow with Community Cloud.

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Chapter 1

What is Pono?

Pono started with a passionate belief that music needed to be saved — that the preponderance of compressed digital files had compromised a high-quality sound experience. To fix this, the Pono team needed to start a grassroots movement. They hoped to bring back the depth and soul of the vinyl experience, with all of its nuances and raw “magic” intact, and to encourage people to stop accepting the “good enough” music that they’ve been listening to. So they turned to Kickstarter to fight the tide against compressed music — enabling passionate music fans to fund the PonoPlayers.

Young reached out to artists like Dave Matthews, Tom Petty and Eddie Vedder and gave them a sneak peek of the PonoPlayer, then recorded their reactions about the music quality for a super-cool video to go with the Kickstarter campaign.

“Pono is about the music. It’s about the people who make the music and the way it sounds to us when we’re in the studio making it. It’s about you hearing what we hear,” Young said in the Kickstarter video.

The feedback was overwhelmingly positive, and backers came in droves, making Pono the third most successful Kickstarter campaign in the crowdfunding site’s history. But something else was going on with the Kickstarter campaign that the Pono team hadn’t anticipated. The discussion

board quickly turned into a hangout for music fans to talk about music: favorite artists, genres, poignant concert memories, etc. By the time the Pono Kickstarter campaign ended, its discussion board featured more than 14,000 comments — and it became the birth of the Pono social music community.

Pono (which means “righteousness” in Hawaiian) is, at its simplest, a community-led music store. In a bit more detail, it’s a seamless integration of Pono’s website, e-commerce music store, and the surrounding community. It’s not just a place where you go to buy music; it’s a place where you go to hang out.

If ever there was a topic that inspired deep passion among a diverse range of people, it’s music. But with technology like personal music players and headphones, music had begun to transition into more of a solitary, rather than a shared, experience. Pono puts the social aspect back into music experience by creating a community where fans can interact with other fans and gain deeper insight into the the music that they care about.

So Pono’s ultimate goal wasn’t to just create another place where you could buy music; Young and his team wanted to create a social music store where you hang out, talk to some like-minded people — and maybe you buy some music. They achieved this with the help of Community Cloud.



Chapter 2

How Pono Built Their Community

With PonoMusic, the public community isn't just a "nice to have" add-on; it's the cornerstone of the company's music service and the long-term vision. The community is not only supporting the e-commerce — it's driving it. Pono's community serves two functions: it's a space for consumers to connect with one another about the topics they're passionate about, but it also assists with customer service by answering consumer questions for people who are interested in learning more about Pono.

These questions could be about all kinds of discussions: the technology that powers Pono, the best audio format for the PonoPlayer, or even the best songs that showcase the ultra-high sound quality. No matter the topic, community managers, and even other community members have access to view the questions and offer their input or guidance.

To create this social music store, the PonoMusic team needed to blend the Pono website, the e-commerce and the community. Pedram Abari,

Executive Vice President of Technology at PonoMusic, said in the Community Cloud keynote at Dreamforce that they couldn't find a better experience than Salesforce. They decided to use Salesforce1 for their website platform, AppExchange partner CloudCraze as the e-commerce platform, and Community Cloud to build the community aspect of PonoMusic. In total it took four months to build the complete social music store, which Abari attributes to the power of the platform.

In the community members can go to any artist page and stream albums, share playlists and "get deep down into the bones of the music," with other fans. There's no pressure to buy anything — and you don't need to make a purchase to join the community — but community members are a single click away from purchasing the song, album, or the PonoPlayer if they do decide they would like to.

On the customer service side, Pono features a self-service experience with a full knowledge base and Q&A



so that product questions can be answered within minutes. Plus, the highest-quality search bar allows you to search in both the knowledge base as well as previous discussions to look for the best answer.

If a community member can't find the answer to his question on his own, he can post a question in the feed where a community manager can either answer it by commenting in the feed, or escalate it. The Pono community is 100 percent integrated with Service Cloud, Salesforce's solution for customer service. If the community manager doesn't know the answer to a community question, he

or she can choose to "escalate" that case so that it gets sent to a customer service agent. The agent can then locate the answer to the question and respond right in the community.

The Pono community is both a stand-alone feature and an integrated aspect of the website and the e-commerce site. A Chatter feed is embedded on the side displaying some of the most recent discussions with a button that says, "Join the conversation," which directs people to enter the full Pono community.



Chapter 3

Pono's Customer Success Platform

Community Cloud public communities are personalized, connected, mobile and fast. As consumers are continuing to choose mobile devices over traditional desktops, a responsive design is crucial for a community's success. With Community Cloud, the community designer can create a beautiful user interface once, which is accessible across all the devices that your customers are using.

Although Community Cloud features out-of-the-box templates that allow you to hit the ground running, that doesn't mean that you sacrifice any of your company's custom branding. A brand new community designer makes branding and customizing the community as easy as possible; with just a few simple clicks anyone can change the color scheme, logo, header images, login pages, backslashes, as well as adjust what the community looks like on different devices.

In order to foster community growth and engagement, Community Cloud features a reputation engine that enables designers to gamify the community and identify MVPs and experts within the community. Customizable badges that appear in the feed and on the

**Community Cloud
public communities are
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community members' profile allows members to endorse one another's contributions, skills, and expertise. An industry-leading search protocol means that when customers are searching for information about a company's product or service they are led to the community over anything else.

Community Cloud is built to easily incorporate third-party and custom apps that integrate data from any system, like Google Hangouts. This enables users to customize the community for your company's specific needs.

Community designers can create custom topics within the community that are applicable for the company's product or service. Specifically for the PonoMusic community, the "Ideas" section allows Pono community members to reach out to the PonoMusic team and help the company develop its product roadmap. For a new company in its beginning stages, to obtain that consumer feedback so early on is extremely advantageous.

"The combination of the e-commerce, the website and the community. That's become our customer success platform," Abari said at Dreamforce.

Since its launch, the community attracted about 100 new members every single day and thousands of daily logins, even before

the PonoPlayer was released. There are currently 30,000 community members in the Pono Community, each helping spread the word about the new listening experience that PonoMusic offers.

What's the future for Pono? Community Cloud is only just getting started. Engaging with fans was a first priority, but eventually the team hopes to create an experience that allows for full engagement between both artists and the fans — a direct dialogue alongside high-resolution music tracks.



“ Community Cloud is built to easily incorporate third-party and custom apps that integrate data from any system, like Google Hangouts. ”

Conclusion

PonoMusic is not just trying to restore some of the quality we've lost by listening to music via compressed files — they're reimagining the communal aspect of people's passion for music. From their beginnings on Kickstarter, community has been a part of Pono's DNA from day one. And with the power of the Community Cloud, they can embed this idea into every piece of the Pono experience.



START CREATING A COMMUNITY OF ACTION WITH SALESFORCE.

With Community Cloud, you can open new lines of communication, from customer to customer as well as with your brand. You'll empower employees to innovate faster and collaborate more efficiently. It's all possible with the right tools. Want to learn more? Click below to see a free demo.

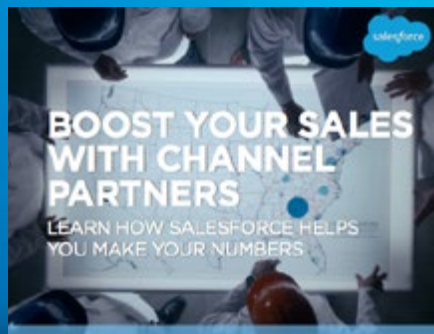
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THE CUSTOMER SUCCESS PLATFORM