# Transform Your Business with Communities

How Community Cloud
Helps You Connect
to Your Customers
in a Whole New Way

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# INTRODUCTION

It's no secret that your customers have high expectations, and they're willing to go to your competitor if those expectations aren't met. Your business needs to go beyond a static website or rigid portal to connect with customers or partners. You need to enable a proactive discussion with your customers that allows them to interact with you wherever they are. You need to integrate your partners into your sales and support processes as seamlessly as you do with your own employees. In order to keep up with the customer and partner market expectations, communities need to become more than just a site or a tool – your community must become a crucial part of your business strategy.

Community Cloud is a powerful business platform that's built right into Salesforce's core trusted platform – so it connects seamlessly with your business data, Salesforce applications, and even third-party apps, like Microsoft and SAP. In this e-book you'll learn more about the cutting-edge features that will allow you to engage with your customers in a deeper, more connected way, as well as how Community Cloud customers power their businesses with communities.

# 1

## A Lightning-Fast Community, Without Sacrificing Customization

In the cloud age, business moves fast – not just your own business, but also your competitors and startups looking to establish a foothold in your industry. In order to keep up with the breakneck pace of innovation and shifting consumer preferences, you need to deliver new capabilities to your customers quickly. With Community Cloud Lightning Community Builder you can create and adapt a premier, customized community – lightning fast.
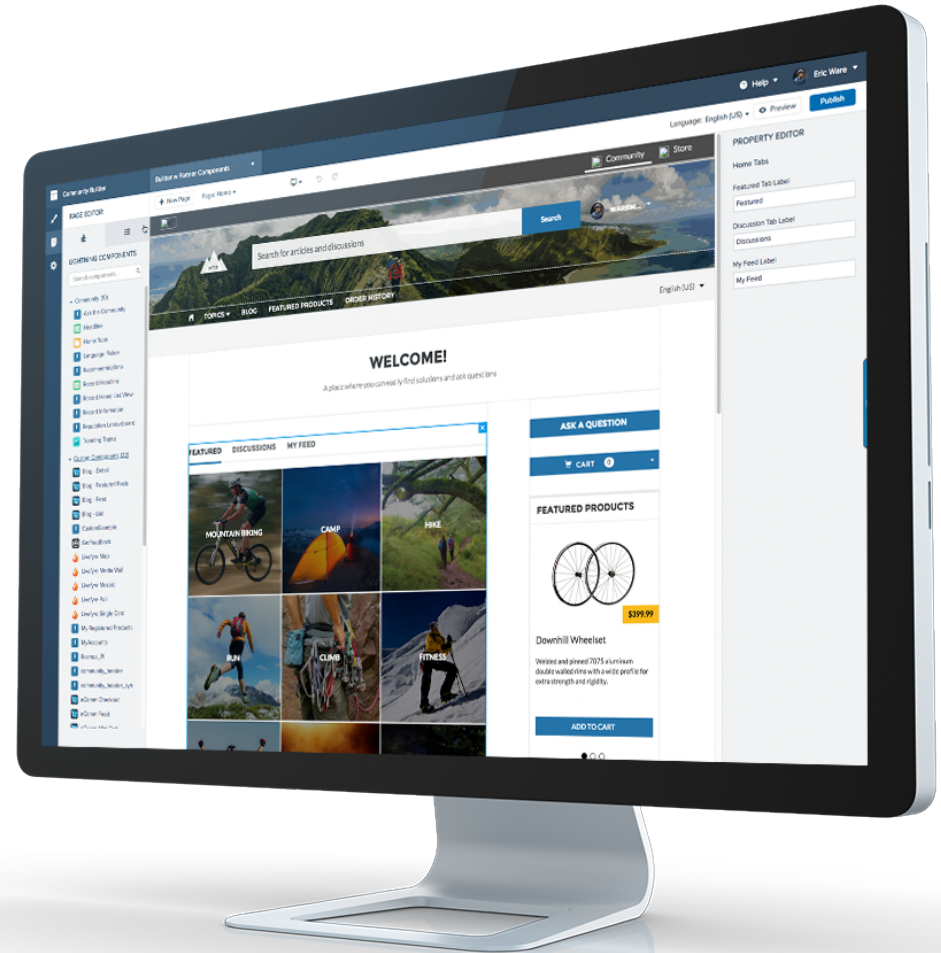
Your business isn't one-size-fits-all, and your community shouldn't be either. Customization is easy with Community Builder – you're one click away from changing the color, images, branding – whatever is needed to achieve the look your customers will love. With Community Cloud's state-of-the-art templates, mobile is never an afterthought – Community Cloud is always mobile-optimized for your mobile-minded customers. Choose from mobile-friendly turnkey templates that can be customized with clicks, not code, and deployed on our secure, reliable, scalable platform.

But customization means more than just branding and designing the community to have the right look. Customization also means enabling your community with the right functionality to deliver maximum value to your community members. With Lightning Community Builder, you only have to think about building your community one piece at a time. Lightning Components are little widgets of technology, like a shopping cart, a feed, or a survey – whatever piece that your business might need to make sure the community is a success. Just drag the component you'd like to use right onto the page and publish that new component to the community in seconds.

# 2

## Deliver Commerce in Context

Your customers use communities to find answers to their questions, learn more about your products, and connect to their peers. Now your community can also be a new revenue channel.

With a "buy" button embedded directly into the community, you can eliminate friction for your customers – they can discover, research, and buy products – all in one place. If your customers like what they see, they can buy it on the spot with a click. So not only are you increasing customer satisfaction and ease of use, you're boosting your revenue.

You can also enable your customers – your biggest product evangelists – to sell for you. By allowing customers to buy directly within discussion groups in your community, they can help upsell by making recommendations on accessories and upgrades within ongoing community discussions.

But you don't need to wait weeks or months to start driving e-commerce with your customer community – you can quickly create a whole new sales channel overnight with Lightning Community Builder's easy-to-use tools. Just drag and drop, and start selling in no time.

You can embed an incredible array of capabilities and grow your community with more than e-commerce – you have the entire Salesforce partner ecosystem at your fingertips. Whatever your community needs to be the best it can be – such as surveys from GetFeedback, videos from Vidyard, or e-signatures from Docusign – it's available through hundreds of our incredible, innovative partners.

Your community isn't just easy to create – it's also easy for your community manager to manage. The deep community insights beautifully laid out on the Lightning Dashboard allow your community manager to quickly scan the health of the community and take action to engage members to curate a more vibrant discussion, or offer assistance to those who need it.

# 3 PonoMusic's E-Commerce is Just a Click Away

For [PonoMusic](#), the brainchild of rock-and-roll legend Neil Young, its customer community is a space to connect music lovers and bring them together. It's not just a place where you go to buy studio-quality music or a PonoPlayer to listen to the high-quality tunes; it's a place where you go to hang out with like-minded people. The Pono community is a seamless blend of the Pono website, social community, and the e-commerce music store. The community not only supports e-commerce, it drives it.

Within the Pono community, members can have rich discussions about the music that they're listening to, as well as comment and review Pono products. If the community member decides he'd like to try out the PonoPlayer based on the reviews within the community, he can purchase the product in the community with just one click thanks to the fully embedded e-commerce capabilities. Pono community members are also just one click away from purchasing songs and albums within the community as well.

Pedram Abari, Executive Vice President of Technology at PonoMusic, joined the Dreamforce stage to speak a bit more about how Community Cloud power's Pono's customer community:



**WHY WE BUILT A SALESFORCE COMMUNITY:** PonoMusic

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

**Pedram Abari**
Executive Vice President of Technology, PonoMusic

You can read more about how Pono built its community on Community Cloud by downloading the free e-book: Why We Built a Salesforce Community: PonoMusic.

# IAVA Saves Lives with Salesforce

For the Iraq and Afghanistan Veterans Association, community is at the absolute heart of what they do. IAVA is the leading post-9/11 veteran empowerment organization that provides valuable resources for veterans and empowers them to connect with others. For those coming out of the military, retaining a sense of community can be difficult, but this is critical for veterans, as well as their families.

The future of IAVA is beyond a veteran's hall – it's online – where veterans can have each others' backs and support each other from around the world. With Community Cloud, IAVA was able to create a "Community of Veterans." Within the community, IAVA members are able to share the challenges that they are going through, as well as ask for and receive help immediately.

During Dreamforce '15, IAVA Founder and CEO Paul Rieckhoff took the stage during the Community Cloud keynote to talk about the Community of Veterans and the Rapid Response Program, which enables IAVA to get help – within seconds – for distressed veterans.

With a small staff that serves more than 400,000 veterans, an easy-to-use community platform was crucial for the IAVA team, as well as an easy way to tie the community back to the rest of the work that IAVA does around the country. Community Cloud enables IAVA to take better care of our veterans around the world.

*"Thanks to Salesforce, IAVA can use technology to stop suicides, to put people in housing, to get them jobs, and send them back to school."*

**Paul Rieckhoff**
Founder and CEO, IAVA

# Conclusion

Businesses are catching on to the transformative power of communities and the Community Cloud advantage, with more than 6,000 live communities. It's no secret why – with Community Cloud, your community is not only easy and fast to build piece-by-piece, it's effortless for your community managers as well.

No matter the size, industry, or use case, a community is a huge competitive advantage for connecting with your customers, employees, or partners. With Community Cloud, transforming how you engage isn't just within reach, it's available lightning fast.

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## CONNECT TO YOUR CUSTOMERS
## IN A WHOLE NEW WAY