



# WHY I BUILT A COMMUNITY: eWAY

How a Customer Community  
Helped Cut Support Cases in Half –  
and Fast

 **salesforce** community cloud

# Introduction

Australian company eWAY provides a safe, reliable, frictionless online payment gateway to help businesses worldwide grow and thrive. Built on a commitment to personal service and support, eWAY now handles a rapidly growing market share of online payments in Australia. With such enormous growth, eWAY needed service capabilities that stayed ahead of the growing customer base's expectations – that means providing self-service options available at any time and with any device.

But eWAY's customers move fast, so the company didn't have months to spend building a community – eWAY needed a solution fast. That was all possible with easy-to-use templates from Community Cloud, which allowed eWay to get their community up and running from scratch in just four days. The result? It's a win-win: Customers have more options for answering their questions and collaborating with other users, and eWAY's customer support team can now tackle more cases with better efficiency

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## Chapter 1

# Why eWAY Needed a Community

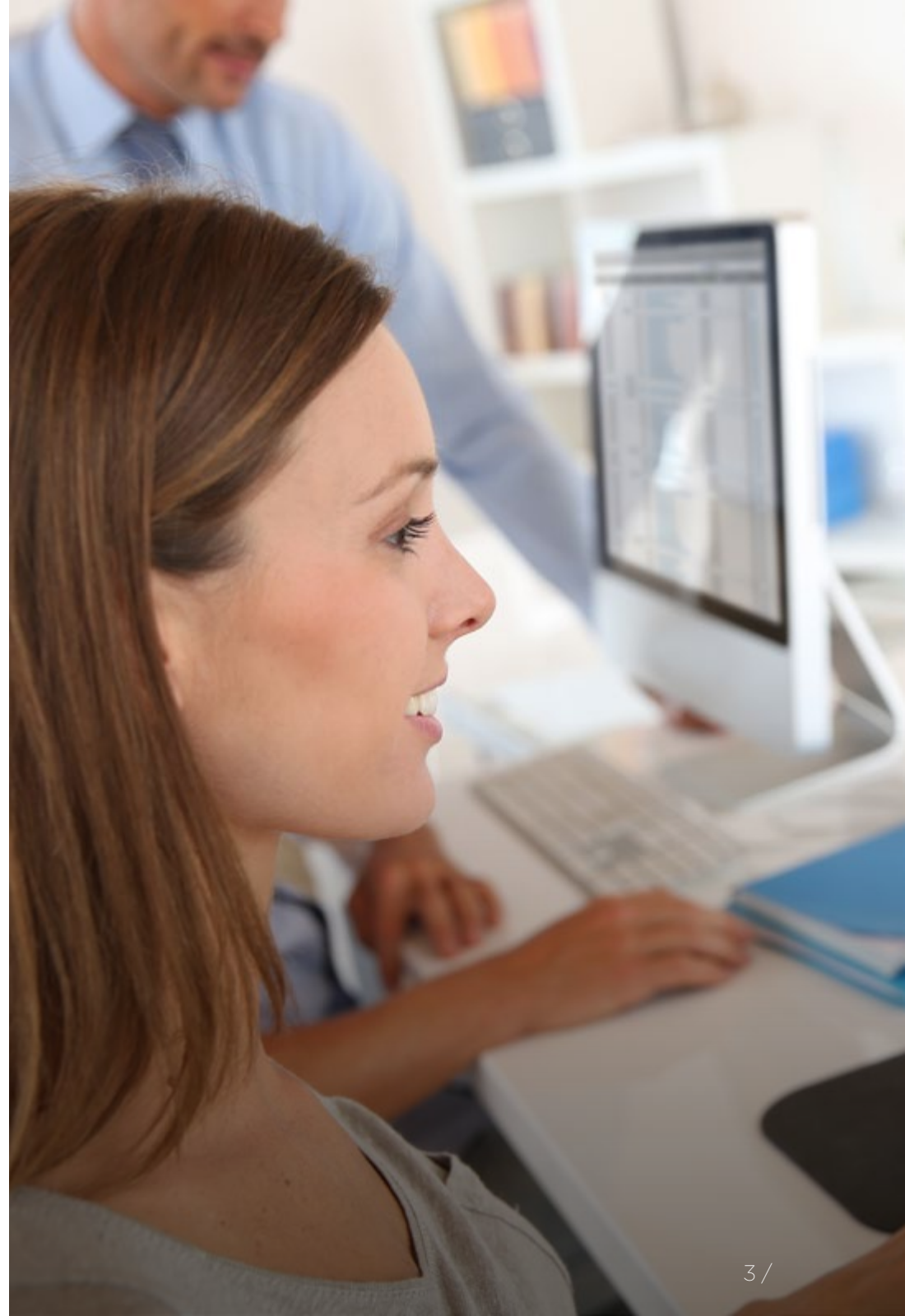
eWAY prides itself on a seamless payment process, but its customer service process was not quite so frictionless – all of its customers were calling or emailing the support desk with their questions and concerns. eWAY needed a solution for customers to be able to help themselves, and each other, find answers to their simple questions, that way agents could be free to tackle the more complex cases.

eWAY was already actively using Salesforce Sales Cloud, so by adding both Community Cloud and Service Cloud the company could develop a 360-degree view of each and every customer.

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Companies using Communities for Service report an average **40 percent increase** in agent productivity.

*Salesforce Customer Relationship Survey*



## Chapter 2

# Get Up and Running Faster

Rome wasn't built in a day – but your customer community can be. eWAY was able to quickly build a custom community on a secure, reliable, and scalable online community platform using [Community Builder and Templates](#). The eWAY customer community was completely customized and mobile-optimized with no coding or IT required. Third-party and custom apps can be easily included, as well as data from any system, so the eWAY community is as unique as the company.

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Since launching the customer community eWAY's Net Promoter Score rose **by 31 percent in 2 months** – and it's still rising.



## Chapter 3

# How Community Cloud Powers eWAY

eWAY's customers can now find answers to their questions on their own, quickly and easily. In addition to community discussions, customers can access a robust self-service content library with more than 360 knowledge base articles. Thanks to its customer community, eWAY is always up to date on the frequent questions and concerns its customers are facing. As a result, the eWay support team can create and deliver content that addresses those needs. A self-service community frees up the agents to tackle the tougher, more complex cases on an individual basis.

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eWAY's average response times to customer inquiries have been **reduced from 65 minutes to 16 minutes.**



## Chapter 4

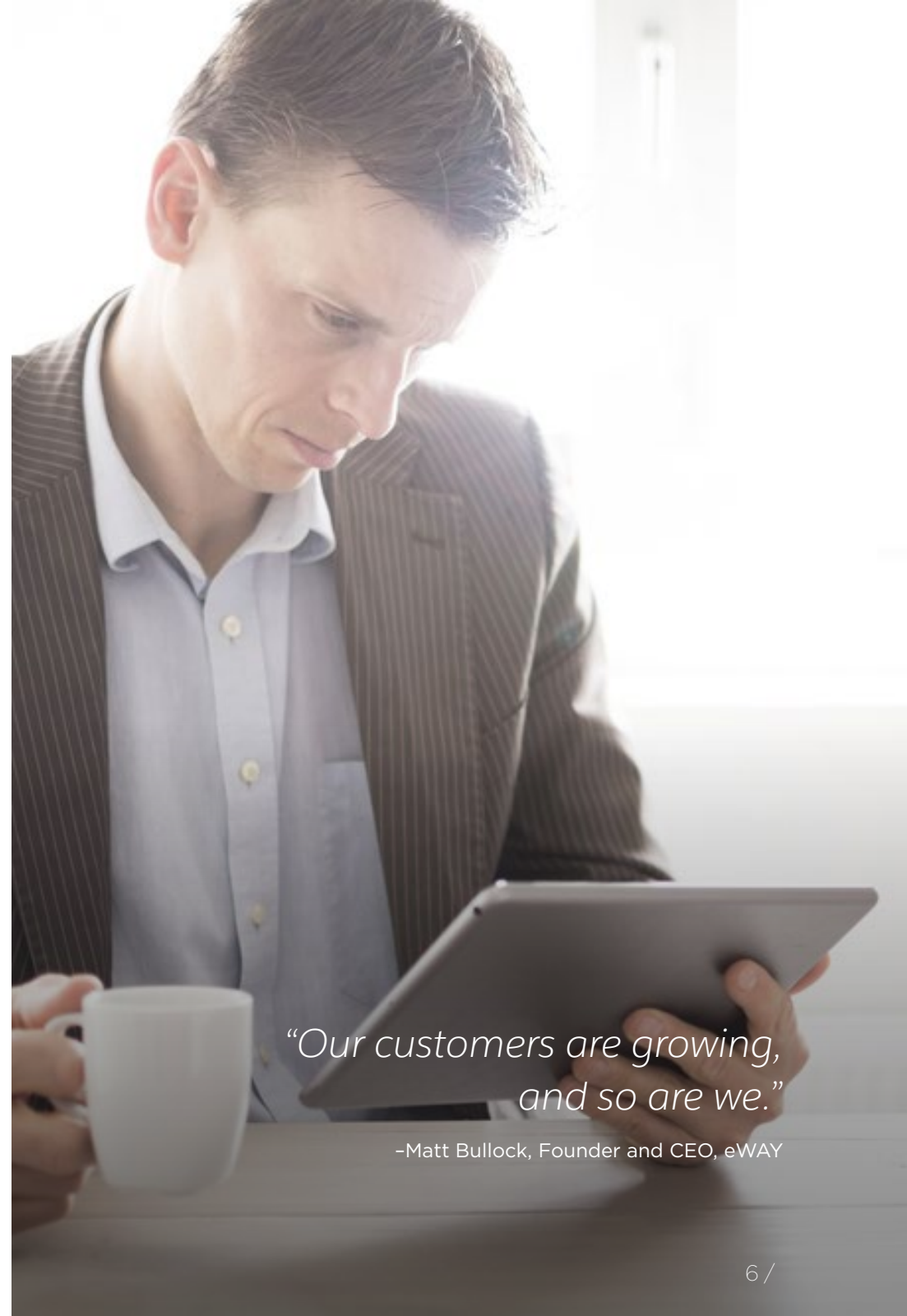
# Deliver Connected Self Service

Many companies might have self-service solutions, but these communities are disconnected from the rest of the company's case management or CRM systems. If a customer is unable to find the answers he or she needs within the community, there's no easy way for support teams to engage with this customer – which hurts agent productivity. Additionally, if the community isn't connected to the rest of your business's customer service properties, you're missing out on the valuable data that comes from peer-to-peer support and collaboration within the community.

In order to continue growing its business and understand its customers to provide a smarter, more personalized experience, eWAY needed a single view of its customers across all systems. By connecting your business data with the power of mobile and social in a single experience, you can reimagine what customer service can look like for your users.

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eWAY was able to build their fully customized community **in just four days.**



*“Our customers are growing,  
and so are we.”*

–Matt Bullock, Founder and CEO, eWAY

## Chapter 5

# The Service Cloud and Community Cloud Partnership

When [Service Cloud](#) and Community Cloud are working in tandem, agents never have to leave Service Cloud to respond to questions in communities – all inquiries from the customer community are simply handled within Service Cloud. You can also create custom workflows and business processes within the community to ensure that every customer receives a timely answer. For example, if a question goes unanswered for two hours, Service Cloud can automatically notify an agent to respond.

So what's next for eWAY? The company is looking to implement a community for eWAY's partner network to foster greater collaboration and better transparency. Additionally, eWAY leadership is also looking into Salesforce Wave Analytics to better understand the data that powers their business.

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Communities increase customer satisfaction **by 31 percent on average.**

*Salesforce Customer Relationship Survey*



## Conclusion

Your customers are expecting more from the service that your business provides; empower them to help themselves – and each other – with a next-generation, low-effort self-service experience that's easy to get started with community templates. If increased customer satisfaction levels aren't enough to convince you, increased agent productivity levels and decreased cases ensure that a customer community is a win-win for both your business and your customers.





# START CREATING A COMMUNITY OF ACTION WITH SALESFORCE.

Empower your employees, partners and customers to innovate and collaborate more than ever before. With Community Cloud it's all possible. Want to learn more? Click below to see a free demo.

[Learn more ›](#)

**48%** Faster resolution time via self-service.

**48%** Increase in employee engagement.

**45%** Increase in customer satisfaction.



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