Community Data Process - Template

| Background | Company [x] is a unicorn SaaS company which has developed a successful community to support its cybersecurity product range. The goals of the community are customer support, customer success, and retention. However, the community team is struggling to quantify the value of community. | | |
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| List of Business Questions | How many tickets is the community deflecting each month? | Does the community impact customer retention rates in any significant way? | Does the community have a meaningful impact on the customer experience? |
| How will the data be used? | Reported to C-level as a graph alongside knowledge deflection and chatbot data to make strategic decisions about where to invest future community resources. | Reported to C-level as a graph alongside other marketing activities to determine if the community is delivering valuable results and whether to provide further support. | Supports community team presentations to show the impact at senior levels. More anecdotal data to make their case. . |
| What is the preferred ‘type’ of the answer? | “The community deflects an average of [xx] tickets per month based upon [variables]”.  Desires a line graph of bar chart outcome. | “Compared to an identical group prior to joining the community, members in a community are [x] more/less likely to renew their annual subscription.” | *“Members tell us…”*  *“xx% of members say the community had a decisive impact upon their decision to renew”* |
| Data Question | Using the **avg. no tickets** filed per month of **product categories with less than 5 questions**, as a baseline, what is the difference between the **predicted no. tickets** and the **actual no. tickets** each month when the **no. questions** is used to scale from the baseline. | **Annual retention rate of organizations** that have at **least 1 community member** who **has visited the community >3** in the **past 12 months** compared with those who don’t. | **Qualitative survey results** showing the **% of respondees who marked ‘decisive’** in response to the ‘**decision to renew’ question** - stratified to reflect member participation levels. |
| Data Access Required | Customer ticket database, community database. | CRM database. Community database. | The survey tool, CRM database, and community database. |
| Assumptions / Limitations | Assumes some products don’t naturally attract more or fewer customer questions.  Is correlational - not a trial. | Correlational - hard to prove cause.  Doesn’t assign a value to retention. | Self-reported data has limitations.  Potential non-response bias. |