AGILEBITS CUSTOMER FORUM CASE STUDY

Vanilla

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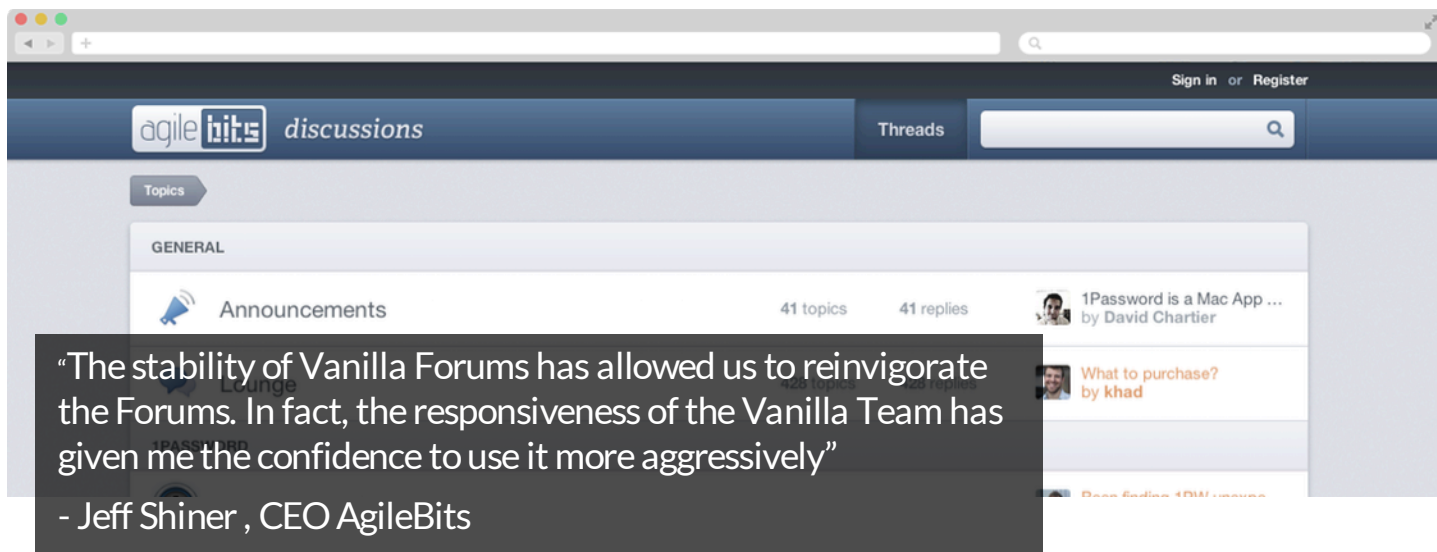>
> - Jeff Shiner , CEO AgileBits

AgileBits is the maker of 1Password, the premier Password Manager for Mac, iOS, Windows, and Android.

Highlights

AgileBits uses a customer community forum to help provide support to customers.

The previous platform was not stable and reflected poorly on AgileBits' quality standards.

Vanilla provided a stable and modern solution.

AgileBits is a software company and the creator of 1Password, a leading password management solution, and Knox, a data vault application. The AgileBits philosophy is simple: keep customers data secure without compromising convenience or productivity. For AgileBits, it was crucial to have a customer community forum that was secure, stable and that reflected positively on their brand.

The Need

AgileBits puts a lot of pride into making quality products but problems with their forum software did not convey quality to their customers especially due to performance issues.

Beyond reflecting poorly on the company, it was failing to provide sufficient value. As Jeff Shiner, CEO of AgileBits noted: "When the forum was most busy at the most critical time, it would stop working. It's the equivalent an e-commerce shop failing on Black Friday. We just couldn't continue this way."

AgileBits has an overall customer support strategy the uses a three-pronged approach: Twitter for quick request & response, email for long questions that require investigations and private information, and a forum, where customers can interact with staff and with each other. While responding to questions and feedback on the forum, they are creating a dynamic knowledge base that benefits all customers . They also see a strong forum as an important tool in their product development to engage with customers, for example during beta tests.

The Result

The first major test for the new forum came as AgileBits began working on the latest version of 1Password for Mac. Over 25,000 users signed up for the beta. Beta users were directed to the forum to share feedback.

"The forum let us gather feedback, but also allowed people to give opinions and suggestions to reach a consensus. In the end, it helped us make a better product. The stability of Vanilla Forums has allowed us to reinvigorate the Forums. In fact, the responsiveness of the Vanilla Team has given me the confidence to use it more aggressively. It's nice to no longer need to worry about forum uptime issues and know that it can scale to our needs."