

Vignette® Community Services

Product Datasheet

Give Them Something to Talk About!

An integral part of Vignette's Web Experience Platform (VWEP), Vignette Community Services is an enterprise-class social computing and online community solution that leverages user generated content and supports popular new ways to deliver the compelling user experiences that can help you engage and connect with your demanding online audiences.

Give them something to talk about with Vignette Community Services, which has been created with key business challenges in mind and is designed for organizations who are seeking to:

Listen to customers who demand a way to communicate and be heard via the Web.

- The Community Services capabilities which include ranking, rating, tagging, polls & commenting, enable Websites to integrate community functionality across various customer sites via a single platform solution.

Engage with customers through relevant marketing programs and content that resonates with customers.

- Tracking customer preferences through online behavior with tools like ranking, rating and comments enables targeted marketing programming. The creation of networks of trusted individuals enables positive influential customers to impact revenue and loyalty via ranking, ratings and comments. Implementing these capabilities alongside Vignette Recommendations can create a virtuous cycle to help enhance this targeted experience.

Simplify the customer experience, enabling them to get relevant information faster and easier.

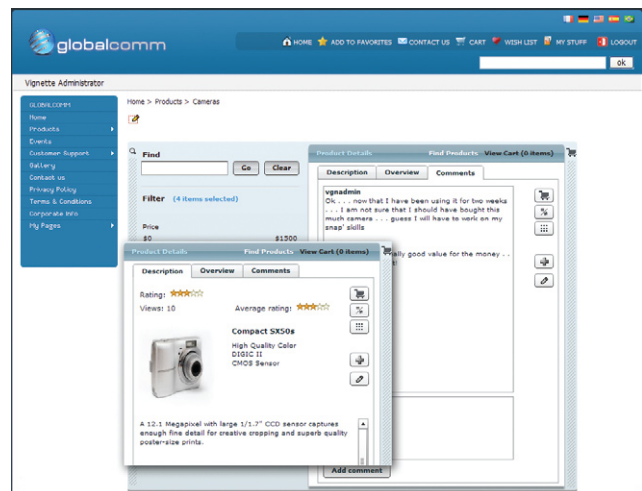
- Capabilities such as tagging, ranking and rating enable users to better target their search to help drive faster resolution and purchase.

Harness the innovative ideas and preferences of customers to help deliver hit products in the market.

- Community Services can help improve customer insight and glean candid feedback through capabilities which elicit both quantitative and qualitative responses from customers. This helps create dialog that can directly impact product or service development, yielding along with it a target list of potential buyers.

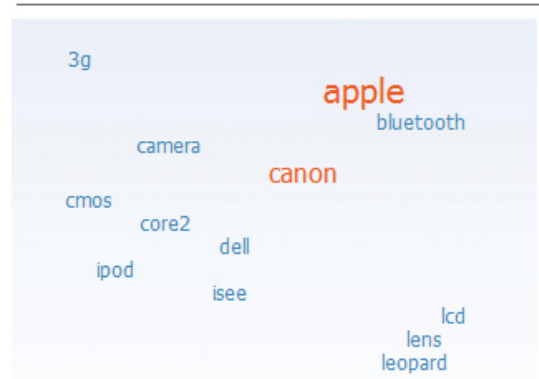
Reduce the complexity of technology solution implementations while reducing business reliance on IT.

- The innovative Platform architecture of Vignette Community solutions enables integration with multiple types of Web sites and applications, as well as seamless integration with Vignette's other VWEP components, including Vignette Portal and Vignette Content Management. The unified IT implementation and moderation interface across all community capabilities can help to reduce administrative overhead and speed deployments.



Comments and Ratings enable customers to share their perspectives. Ratings and reviews have been shown to improve customer purchase results and satisfaction.

TOP TAGS



Tag clouds, as created by Vignette Community Services, can help deliver more relevant content to customers.

Vignette Community Services

FEATURES:	BENEFITS:
Ratings and Reviews	Users can rate, rank and/or review any piece of site content, including images, videos, articles and more, to enable immediate feedback and paint a picture of the content or product's usefulness and popularity to their trusted peer customer base. Customer generated information can help drive loyalty, sales and innovative ideas to improve your bottom line.
Tagging and Tag Clouds	Administrators and users can tag any piece of content on the site to create a taxonomy of relevance allowing users to more rapidly navigate and find what they are seeking. Personal tag clouds welcome users to a personalized view of the site at each visit.
Comments	Adding comments to content on the site empowers users to share their perspectives and ideas with the company and with other customers. This open dialog can foster a trusted network to help increase loyalty, while providing business users a window into the needs and wants of their valued customers.
Usage Analysis	Customers can discover community trends through the tracking of the activity for each piece of content on their sites in order to refresh content for more rapid or relevant impact and to create targeted marketing campaigns and develop strategic plans around popular features.
Support for Rich Content	Users can submit and associate documents, files, images, podcasts and other binary content contextually to the site, helping create a more vibrant and personal Web experience.
Unified Moderation	Easy to use, AJAX enabled dashboards for approving or rejecting user generated content provide business owners a unified mechanism to control the quality of user postings helping to protect their brand across all implemented community capabilities with a single appliance.
Standards-Based Approach	Implementation of a REST API, a lightweight Web services approach for consuming the various services from many types of Web sites and applications that lays the foundation for a simple integration into Vignette Dynamic Site, Vignette Dynamic Portal and Vignette Portal, while providing an approach to interoperate with third party environments.
Platform Architecture	Unified platform based framework with modular solutions for different capabilities enables IT to roll out and add new capabilities over time while providing a single, simplified management and maintenance infrastructure.