

Alterian Web Engagement Solutions

Community Builder – an Alterian Content Manager Extension

The Community Builder for Alterian Content Manager (ACM) enables organisations to move away from just pushing content out to website visitors, and instead start building a community of people that interact with site content, with your organisation and with one another.

Through a combination of the use of Forums, Blogs, Polls, Ratings, Comments and Social Bookmarking and Sharing buttons, you can make your website much more social and involve people more closely in your organisation, products and services, thus building a much tighter relationship with them.

Benefits of Alterian Content Manager's Community Builder:

Gain trust:

- People trust one another much more than they trust companies. Having a platform for them to communicate with one another will allow brand advocates to do the talking for you. Afraid of detractors? No need to be. Giving them airtime shows confidence and boosts credibility.

Listen and learn:

- Instant feedback from your customers and site visitors is an incredibly valuable – but under-exploited – asset. A social website gives your brand ears, and supplies input to the future developments of your products and services.

Social networks and personal connections have far more influence on consumers than your marketing messages ever will – unless your business knows how to harness them.

Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan and Julien Smith

Increase service:

- Can people easily find the information and answers they are looking for, either supplied by you or via interaction with peers? Having a vibrant social website promotes self service and reduces pressure on more traditional support channels.

Boost SEO:

- Search Engine spiders love lots of new, relevant content. The more you can attract, the better you'll do on search results pages and the more traffic you'll generate.

Generate buzz:

- Static websites look and feel like ghost towns. Vibrant websites, bubbling with activity and community participation show that your brand is contemporary, popular and successful.

Improve targeting:

- An active community gives you priceless insight into attitudes, behaviours and propensity to buy. It also allows you to tailor your messaging as it sharpens your segmentation and feeds your personalisation efforts.

Engage people:

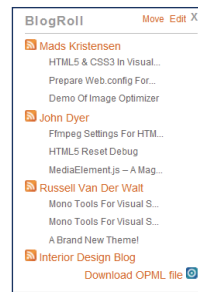
- Humans are social beings, who like to be involved in a dialogue rather than being targeted with one-way communication. By engaging with these people, you will build a much better relationship with them.

Community Builder – what's included?

Community Builder comprises a series of ACM website components which are described in more detail below. You can deploy any of these components on your websites according to your needs:

- Blogs
- Forums
- Polls
- Ratings
- Comments
- Comprehensive Administration features.

Blog



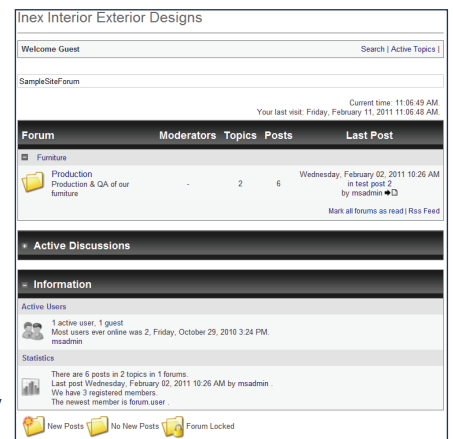
On your journey towards becoming a social brand, a blog is an easy and safe way to start.

Community Builder allows you to set up one or multiple blogs on your sites, and then allow people from throughout your organisation to contribute to your blogs in a moderated manner. It enables site visitors to comment on your blog entries, search through blog entries and comments, identify trending topics via a tag cloud or in the calendar, use Permalinks, browse the blogroll, re-Tweet posts or send them to a friend by email, and so on. An extensive Administration panel gives you full control over all blog settings.

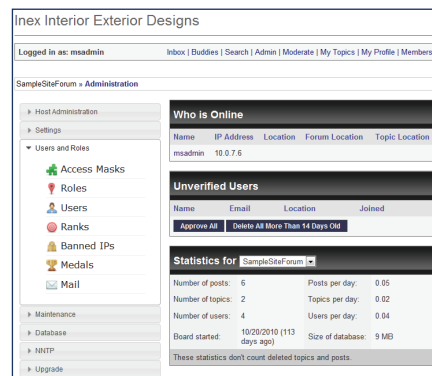
Forum

Adding a forum to your website allows people to instantly find extensive information on the topics they're looking for. Probably the content is much richer than what you could ever supply, due to the constant input from the community. A forum enables people to exchange ideas with peers, it fuels user interaction and enables self service on your site on a 24/7 basis.

Community Builder allows you to set up a full blown forum on your site, with all the features you'd expect. It supports posting, editing, replying and tagging of posts, RSS feeds, sticky posts, ranks, moderation, and user/group administration. Of course,



visitors can search through forum posts and directly go to the most active discussions. An extensive Administration panel gives you full control over all forum settings.



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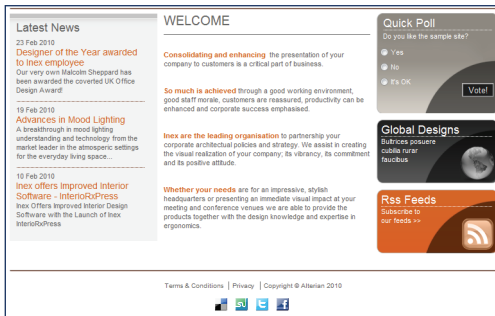
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Poll

Polls are an easy way to collect information and to get visitors involved without necessarily asking them to identify themselves. They're also a fun, open way to engage your community with a simple, fast feedback mechanism. Results can be displayed in real-time satisfying typical human curiosity about how they compare to others.

Community Builder allows you to create any number of polls and put them on any page. Site

visitors can answer these polls (only once) and they get instant feedback on the average scores for the various answers. Through the Community Feedback Moderation Centre, you can keep an overview of all the polls and the various scores on your site.



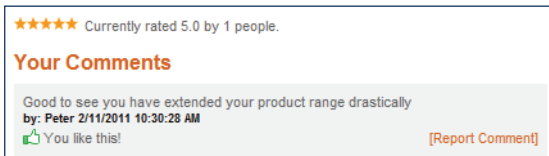
Ratings

The best way to assess the quality of your content is by allowing people to rate it. They usually have no reason to be unfair or dishonest, so this mechanism supplies great input for you as an organisation on what content is popular, what's working, and what's not. And in case people truly find content not so good, the ability to rate it alleviates people's pain by being able to let you know they didn't like it. And clearly this enables you to optimise that particular piece of content.

Community Builder allows visitors to add a rating mechanism through 'stars' to content on your site, where they can hover over and select any number of stars (between 1 and 5). A confirmation message stating their vote was processed is then displayed and an average score and the number of people that rated it are displayed alongside the content. Through the Community Feedback Moderation Centre, you can keep an overview of all the ratings for the various pages on your site.

Comments

Being able to comment on a piece of content is quite common these days on many websites. Is it on yours? By allowing comments, you show that you are taking your website visitors serious. Also you are able to collect valuable insight into how well your message has been received, what people thought of it and what potentially related subjects you might want to cover as well on your site. So there's much to gain, and nothing to lose.



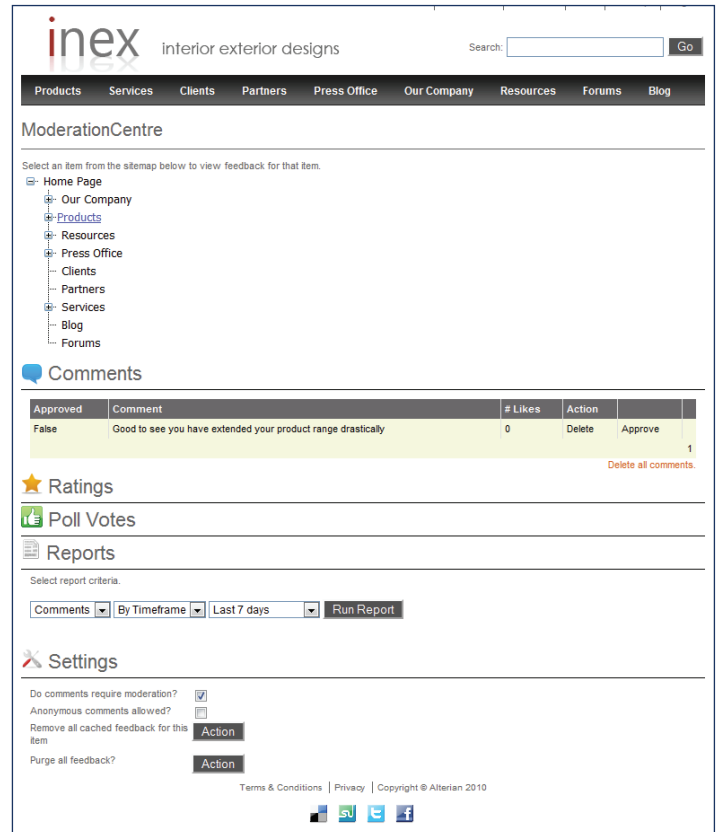
Community Builder allows site visitors to add comments to your site's content. Comments can be either set to be moderated or unmoderated, and also you can specify if people are allowed to contribute anonymous comments. Moderation is done through the Community Feedback Moderation Centre. Visitors can also "like" (thumbs up) the content or flag it as being offensive, which will put a red flag next to the content in the Moderation Centre.

Community Feedback Moderation Centre

Community Builder presents you with a comprehensive overview of all polls, ratings and comments of your website through the Community Feedback Moderation Centre, an administration interface that enables you to:

- Select specific pages or content items for which you wish to view results
- Moderate comments (accept, deny, delete)
- View average rating scores and the number of people that rated content for all items on your site
- View poll scores (absolute and percentages) for all polls across your site
- Run comprehensive reports against comments and ratings, and export results in CSV format to Excel
- Manage settings for comments, ratings and polls and purge feedback.

Of course, all access to administrative features is fully controlled by the Alterian Content Manager access rights model.



Footnote: Community Builder for Alterian Content Manager is available for .Net based web applications. For more information on JSP based community components, please contact us.