



CASE STUDY

# How Qlik Optimized Their Community with Khoros





Partnering with Khoros has helped enhance Qlik Community such that it is now viewed internally and externally as 'the heartbeat' of Qlik.



Suzanne Macaluso

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# Executive summary

Data analytics and integration software leader Qlik launched Qlik Community over a decade ago and it quickly grew into one of the largest and most-trusted online communities in business intelligence. Today, Qlik Community contains multiple points of connection across the Qlik brand and includes thousands of customers, fans, partners, developers, and Qlik employees. Qlik Community has become a knowledge backbone for many functions and is currently viewed as a key onboarding asset for the company's entire ecosystem. Qlik initially launched its Community on Jive, but moved to Khoros Community to better support a significantly scaled experience for well over 100,000 members.

One of the areas Qlik prioritized for the Qlik Community relaunch in late 2018 was a significant increase in planned employee participation, as well as a much more complex moderation process to transform engagement across the platform. Since partnering with Khoros, Qlik has dramatically increased employee participation across the organization and developed a sophisticated "moderation framework." This has helped break down internal silos to foster collaboration and partnership between Qlik Customer Success and Support (CSO), which houses the newly formed Digital Support team, and their Global Customer Marketing organization, which houses the Community team.

Whether assigned to the Qlik Community or volunteering as a moderator, Qlik employees are on-hand to help with complex questions, demonstrating how Qlik is invested in every user's success.

In addition to transitioning to the Khoros platform, Qlik focused a complete rebuild and relaunch of Qlik Community by partnering with Grazitti Interactive for an all new look and feel, custom components, and migration assistance. As part of the Global Customer Marketing organization, the Community team now collaborates with every major organization across Qlik – from products and training to advocacy, support, and customer experience. Demonstrating its shifting role into the "heartbeat" of Qlik, the company has recently launched ideation into the Community for the first time and unveiled advanced gamification to enhance the overall "stickiness" and usefulness of the Community. Next up? The Qlik Community team plans to relaunch its Community MVP recognition program later this year.

Post-migration, Qlik blew past growth expectations, attributing this success to internal enablement, external promotion of the crisp new look and functionality, and internal buy-in across the global organization led by Customer Marketing. Once existing members saw the increased investment Qlik made in their Khoros-powered Community, they responded in kind, raising their own engagement – and ultimately, increasing the value generated by the community for many parts of Qlik's organization. Qlik has also accelerated its pace of innovation in the Community, by deploying a few hundred (minor/major) UI/UX updates in the last 18 months.

Looking to the future, Qlik plans to implement performance, search, and user experience updates to the Community based on results from a recent audit with the Khoros Professional Services team through the Success Services program.

# How they made it work

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## Migrated

the Qlik Community to a scalable enterprise solution powered by Khoros.

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## Drove

employee awareness aggressively and partnered closely with their Customer Success and Support (CSO) organization to embed employees in the Community process.

## Partnered

with Grazitti Interactive to manage the migration to Khoros and to assist in deploying UI/UX updates with rapid speed.

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## Engaged

with volunteer Community moderators to offer support and humanize the digital experience.

# Results

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When Qlik migrated from their previous software platform to Khoros, the goal for Qlik Community membership growth was 20%. The Qlik Community team far exceeded that goal by growing from 58K members to 85K by the end of year one. Today, the community boasts well over 100K members and is still growing.

70%

community  
growth

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25%

employee  
engagement  
growth

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25%

YoY Case  
Reduction

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We wanted a Community platform with consistent enterprise-level abilities as well as a history that showcased staying power and could support a long-term partnership. That's why we chose Khoros.

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Melissa Potvin

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Director, Qlik Communities

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The Khoros Community has enabled us to transform our support organization. We have greatly improved the customer experience by providing our members with digitally relevant, expert information at the right time, in the right place with minimal effort.

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Courtney Cromley

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Qlik, Director, Global Support  
Delivery - Americas