

SONY[®]

CASE STUDY

How Sony Europe Built a Vibrant Online Community

Khoros 





We seamlessly integrated the Khoros platform into our web presence to match our global branding and to offer our customers the best social experience.



Nico Henderijckx

Head of Communities, Sony Europe

Executive summary

Sony Europe is the UK sales arm of the consumer electronics giant Sony Corporation. Sony Europe markets a wide range of consumer electronics and professional products, and they run two factories in Wales. They had a 12-year-old online forum called European Sony Electronics, but they wanted to decrease Sony-generated content and increase fan-generated content. They also wanted to engage users in Sony blogs, user-generated content, tutorials, workshops, and competitions primarily aimed at their huge fan base of photo enthusiasts. Sony decided to onboard a Khoros-powered community to accomplish their goals and drive loyalty and top-line sales.

Sony Europe's previous forum served primarily as a place where customers could resolve technical problems, and it worked well for that purpose. But, Sony Europe had a bigger vision: they wanted a vibrant community where people could engage with each other by reviewing user-generated content. Sony Europe also wanted to create a centralized location for their company-generated blogs as well as their tutorials and workshops to help them get more out of their products and our services. They also wanted to provide a platform where their huge fan base of photo enthusiasts could share their content in galleries and participate in photo competitions. Sony Europe

wanted to help photo enthusiasts increase their photography skills by providing workshops and tutorials as well as their master classes, moderated by Sony World Photography Awards winners. Sony Europe's ultimate goal for their community efforts was that those efforts translate into increased revenue, loyalty, and support savings for the business. With a Khoros-powered community, Sony Europe was able to achieve all of their goals.

The Khoros community provided a robust, flexible platform where Sony Europe could adapt and measure their strategic goals using different content types, developer tools, and metrics. With the flexibility of their Khoros-powered community, they were able to create a compelling photo gallery, full integration with the Sony websites, and a simple design that follows Sony brand DNA.

How they made it work

Repurposed

their entire photo contest module as a wallpaper gallery within their community

Brought

company blog posts, tutorials, and workshops into one easily-accessible place — their Khoros-powered community

Ran

monthly Sony World Photography Award competitions which generate 2000-4000 photo submissions per month from users in 15 countries

Encouraged

their audience to submit content to the community

Results

Sony Europe found great success with their Khoros-powered community. They have more than seven million searches, nearly seven thousand posts, and 1,400 new topics per month. Their audience grew to nearly 10 million, and their sales reached €33 million. Before partnering with Khoros, their user-generated content was 80%, and now it's 99%, reaching one of their main goals for their community.

10_k

new registrations

€4_m

total benefit

7_{m+}

searches per month



Thanks to the clear design,
customers can easily share their
content and discuss products
with each other.



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