

# Jama Software Reduces Support Costs by 28% with Online Community

What if you could provide your customers with a dedicated space to ask questions and find answers by networking with other customers?

Jama Software created a public online community where customers and prospects could easily find content around its extremely technical products, as well as network and learn from each other. Jama can now drive top-of-funnel leads to a single place, as well as provide technical content and a peer network for its customers. Its community makes daily communication easier for both customers and staff, and it's been called, "the best resource for all things Jama."

## CUSTOMER SUCCESS

- Loyal Customer Base
- Ticket Deflection
- Product Adoption
- Staff Efficiency

CRM: 

## KEY STATS

- ➔ 28% decrease in support ticket volume
- ➔ 250+ knowledgebase articles for customers and prospects
- ➔ 700+ discussion posts and 14,000+ sessions per quarter
- ➔ 73% of staff solve inquiries with help from community

## AT A GLANCE

Jama Software is a product development platform for organizations that build complex products and mission critical software systems like SpaceX and Caterpillar.

*"Higher Logic's capabilities are much more powerful and flexible than our last platform. We can roll a lot more into our community than ever before. Our ticket volume has continued to go down since launching a community in 2014, even though our customer base has grown."*

KRISTINA KING  
Senior Manager, Customer Care

