

# Zenoss Community Helps Create Customers for Life

Today's preferred customer experience combines support, community, and outreach into one unified engagement platform.

Zenoss' community enables mass collaboration and crowdsourcing for customers while giving Zenoss the collective intelligence it needs to serve customers faster. Through new capabilities and engagement strategies, Zenoss has gained greater insight into the needs of its customers. The company also uses its community to proactively engage customers in the product development process, improving satisfaction and reducing support tickets after release.

*"The choice of our new community platform was key in enabling our users to innovate and overcome challenges by leveraging the collective intelligence of the group. With the level of complexity in modern IT environments, having immediate and unlimited access to this intelligence enhances the speed we serve our customers."*

**BRIAN WILSON**   
Former Chief Customer Officer, Zenoss

## CUSTOMER SUCCESS

- Innovative collaboration capabilities
- Enhanced UX
- Empowered and engaged customers

CRM: 

## KEY STATS

- ➔ **140%** membership increase first year postlaunch (over previous year on old platform)
- ➔ **5-10%** increase in webinar attendance through automation rules
- ➔ **3,500+** active members worldwide

## AT A GLANCE

Zenoss builds real-time IT service models that train machine learning algorithms to predict and eliminate outages in hybrid IT environments, dramatically reducing downtime and IT spend.