

Salesforce.com

Chatter Answers

Self Service Customer Support Flow

Product Concept

August 2010

Mustafa Alami

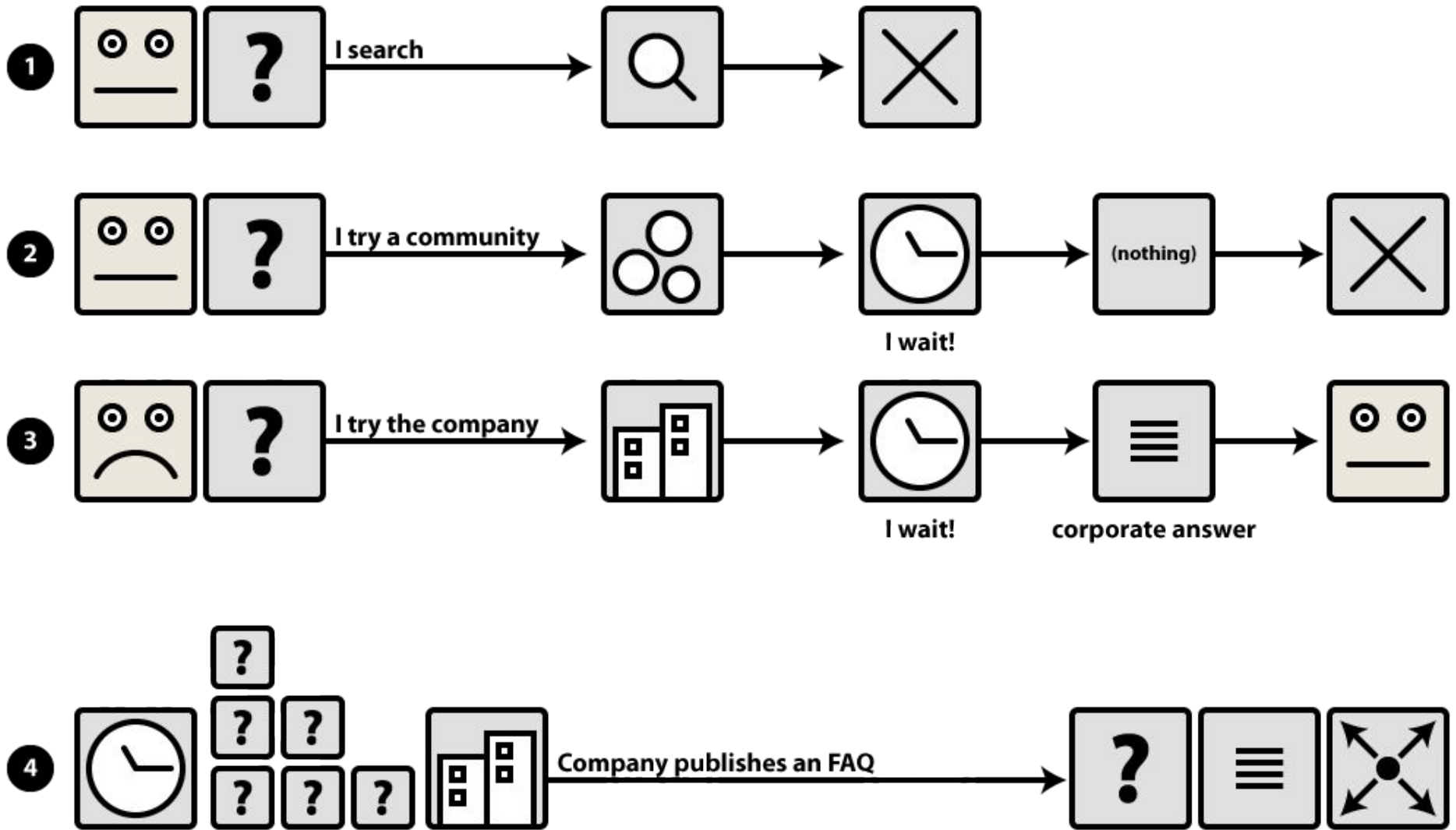
NOTE: This deck does not include any future related direction. It is a deck used as an example of product concept design using material that is available for public review and protected under this patent:

<http://www.google.com/patents/US20120130910>

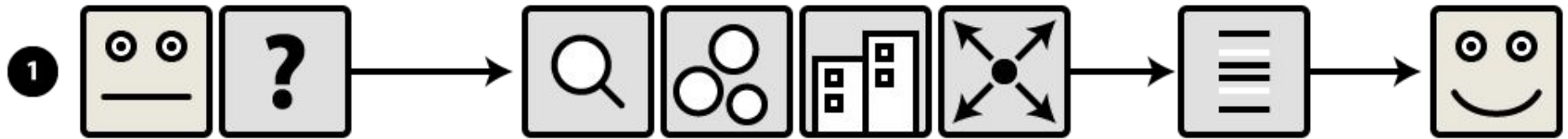
Key Objective

One flow to interact with community and customer service

Now:



One Flow



One Flow for Questions and Cases.

One Flow that integrates Community and Customer Service.

One Flow Advantages

For the Company:

Reduce support costs. Use less-expensive channels first.

Automatically create shared knowledge

Integrated process for agents to engage in community

For the End-User:

One place to ask customer service and community

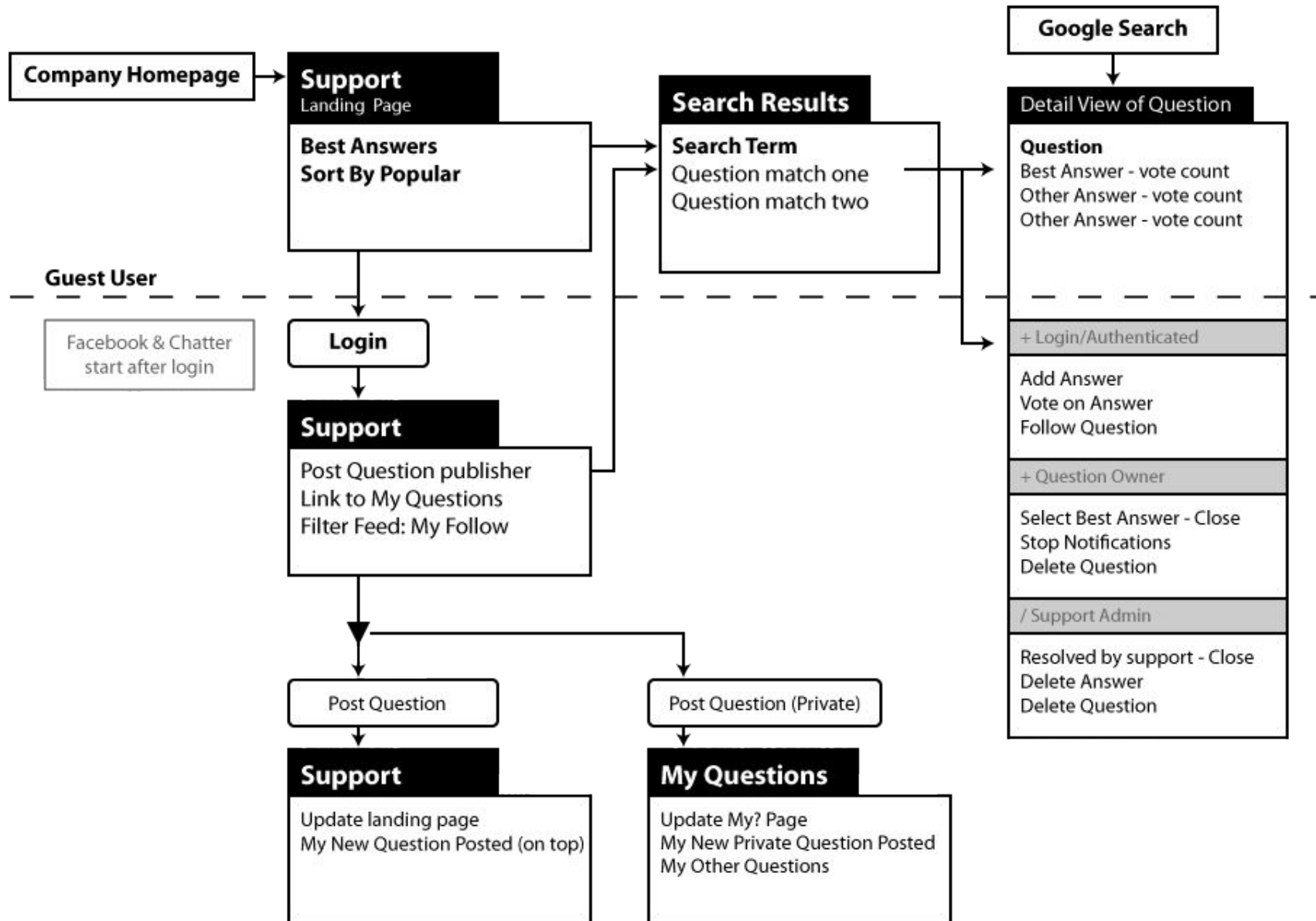
One place to get all your answers

Get your answers quicker and get alternatives

Fits the mobile paradigm

Customer Problem Solving Screens

Overview Map



Guest: Support Landing

Company Header/Tabs

Support

Login

Sign Up

All

Best Answers

Open Questions

Category

All

Category One

Category Two

Category Three

Category Four

Most Popular Recent

What would you like to know?

Cannot find it? Ask

Nameofperson Can I dock other MP3 players on the iPClock?
June 1, 2010 | Category One | Total Votes: 320

Nameofperson No, only Apple iPod and iPhone models will dock on the iPSpeaker. However, any portable audio device can play through the iPSpeaker by connecting it via a patch cord to the line-in jack.
June 10, 2010 | **Best Answer** | +Vote (300)

Show 4 Answers

Name of Article
June 1, 2010 | Category One | **Support Article** | Total Votes: 320

Nameofperson questiontextthere
June 1, 2010 | Category One | Total Votes: 320

Nameofperson bestanswertextthere
June 10, 2010 | **Best Answer** | +Vote (120)

Show 6 Answers

Guest: Search Results

Company Header/Tabs

Support

Login

Sign Up

All

Best Answers

Open Questions

Category

All

Category One

Category Two

Category Three

Category Four


Relevance Recent


Does the iphone work with your product?


Cannot find it? Ask

< Back to feed

Based on the products you follow, we found the following items:

 **What mobile devices do you support?**
May 1, 2010 | Category One | [Support Article](#) | Total Votes: 320

 **Nameofperson QuestionPosted**
June 1, 2010 | Category One | [Best Answer Selected](#) | Total Votes: 320

 **Nameofperson QuestionPosted**
July 1, 2010 | Category One | Open Question | Total Votes: 10

Can't find an answer? Click Ask and post your question.

I login

Login User: Best Answers

The screenshot displays a user interface for a Q&A platform. At the top, there is a "Company Header/Tabs" area with a "Support" button. Below this, a search bar contains the text "What would you like to know?" and a search icon. To the right of the search bar are sorting options: "Most Popular" (selected) and "Recent". Below the search bar is a "Cannot find it? Ask" button. The main content area shows a list of questions and answers. The first question is "Can I dock other MP3 players on the iPClock?" by "Nameofperson", dated June 1, 2010, with 320 total votes and a "Follow" link. Below it is an answer by "Nameofperson" dated June 10, 2010, marked as a "Best Answer" with 300 votes. The second question is "questiontextthere" by "Nameofperson", dated June 1, 2010, with 320 total votes and a "Follow" link. Below it is an answer by "Nameofperson" dated June 10, 2010, marked as a "Best Answer" with 120 votes. A sidebar on the left contains navigation options: "My Questions", "Edit My Profile", "All", "Best Answers" (highlighted with an orange bracket), "Open Questions", "My Products", and "Expand". A "Recommendations" sidebar on the right lists "Similar Questions", "Product Updates", "Deals", and "Discounts".

Company Header/Tabs

Support

Most Popular Recent

What would you like to know?

Cannot find it? Ask

Best Answers

Nameofperson Can I dock other MP3 players on the iPClock?
June 1, 2010 | Category One | Total Votes: 320 | [Follow](#)

Nameofperson No, only Apple iPod and iPhone models will dock on the iPSpeaker. However, any portable audio device can play through the iPSpeaker by connecting it via a patch cord to the line-in jack.
June 10, 2010 | [✓ Best Answer](#) | [+Vote: 300](#)

[Show 4 Answers](#)

Name of Article
June 1, 2010 | Category One | [Support Article](#) | Total Votes: 320

Nameofperson questiontextthere
June 1, 2010 | Category One | Total Votes: 320 | [Follow](#)

Nameofperson bestanswertextthere
June 10, 2010 | [✓ Best Answer](#) | [+Vote:120](#)

[Show 6 Answers](#)

Recommendations

- Similar Questions
- Product Updates
- Deals
- Discounts

My Questions
Edit My Profile

All

Open Questions

My Products
Expand

Login User: Open Questions

The screenshot shows a web application interface for a user named 'First Last'. The top navigation bar includes a 'Support' button. The left sidebar contains navigation options: 'My Questions', 'Edit My Profile', 'All', 'Best Answers', 'Open Questions' (highlighted with an orange bracket), and 'My Products' (with an 'Expand' button below it). The main content area features a search bar with the text 'What would you like to know?' and a search icon. Below the search bar is a 'Cannot find it? Ask' button. The 'Recent' tab is selected, showing two question entries. Each entry includes a user profile icon, the name 'Nameofperson', the question title 'QuestionPosted', the date, category, and total votes. Below each question is a 'Show 4 More Answers' button. The first question has two answer boxes, one of which is empty. The second question also has two answer boxes, one of which is empty. An orange L-shaped bracket highlights the 'Ask' button and the empty answer boxes.

Company Header/Tabs

Support

Most Popular **Recent**

What would you like to know?

Cannot find it? **Ask**

Nameofperson QuestionPosted
July 1, 2010 | Category One | Total Votes: 2 | [Follow](#)

[Show 4 More Answers](#)

Nameofperson Some answer
June 13, 2010 | +Vote: 0

Nameofperson QuestionPosted
June 1, 2010 | Category One | Total Votes: 6 | [Follow](#)

[Show 4 More Answers](#)

Nameofperson Some answer
June 13, 2010 | +Vote: 0

I have a question

Login User: Question & Click Ask

The screenshot shows a user interface for a support or Q&A platform. At the top, there is a 'Company Header/Tabs' area with a 'Support' button. Below this, a user profile section shows 'First Last' with a smiley icon, 'My Questions', and 'Edit My Profile'. A search bar contains the text 'Does the iphone work with your product?' with a magnifying glass icon. To the right of the search bar are sorting options: 'Most Popular' (selected) and 'Recent'. Below the search bar is a 'Cannot find it?' link and an 'Ask' button. The main content area displays a list of questions and answers. The first question is from 'Nameofperson' asking 'Can I dock other MP3 players on the iPClock?' dated June 1, 2010, with 320 total votes and a 'Follow' link. The answer is from 'Nameofperson' dated June 10, 2010, marked as a 'Best Answer' with 300 votes. Below the answer is a 'Show 4 Answers' button. The second question is from 'Name of Article' dated June 1, 2010, with 320 total votes and a 'Support Article' link. The third question is from 'Nameofperson' asking 'questiontextthere' dated June 1, 2010, with 320 total votes and a 'Follow' link. The answer is from 'Nameofperson' dated June 10, 2010, marked as a 'Best Answer' with 120 votes. Below the answer is a 'Show 6 Answers' button. On the right side, there is a 'Recommendations' sidebar with links for 'Similar Questions', 'Product Updates', 'Deals', and 'Discounts'. On the left side, there is a navigation menu with buttons for 'All', 'Best Answers', 'Open Questions', 'My Products', and 'Expand'. Orange brackets highlight the search bar, the 'Ask' button, and the 'Best Answers' button.

Company Header/Tabs

Support

Most Popular Recent

Does the iphone work with your product?

Cannot find it? Ask

First Last
My Questions
Edit My Profile

All

Best Answers

Open Questions

My Products
Expand

Nameofperson Can I dock other MP3 players on the iPClock?
June 1, 2010 | Category One | Total Votes: 320 | Follow

Nameofperson No, only Apple iPod and iPhone models will dock on the iPSpeaker. However, any portable audio device can play through the iPSpeaker by connecting it via a patch cord to the line-in jack.
June 10, 2010 | ✓ Best Answer | +Vote: 300

Show 4 Answers

Name of Article
June 1, 2010 | Category One | Support Article | Total Votes: 320

Nameofperson questiontextthere
June 1, 2010 | Category One | Total Votes: 320 | Follow

Nameofperson bestanswertextthere
June 10, 2010 | ✓ Best Answer | +Vote:120

Show 6 Answers

Recommendations
Similar Questions
Product Updates
Deals
Discounts

Click Continue

The screenshot shows a support page layout. At the top right is a 'Support' button. Below it are sorting options for 'Most Popular' (selected) and 'Recent'. A search bar contains the text 'Does the iphone work with your product?' and has an 'Ask' button to its right. Below the search bar is a section titled 'Are any of these question similar to yours?' containing four blue links: 'Similar question one', 'Similar question two', 'Similar question', and 'Similar question'. Below these links is the text 'If not, click continue' and a 'Continue' button with a mouse cursor pointing to it. To the right of the main content is a 'Recommendations' sidebar with links for 'Similar Questions', 'Product Updates', 'Deals', and 'Discounts'. On the left is a navigation sidebar with a profile icon and name 'First Last', 'My Questions', 'Edit My Profile', 'All', 'Best Answers' (highlighted with an orange bracket), 'Open Questions', 'My Products', and 'Expand'. Below the main content are three article entries: 1. 'Name of Article' (document icon), 'June 1, 2010 | Category One | Support Article | Total Votes: 320'. 2. 'Name of person questiontexthere' (smiley icon), 'June 1, 2010 | Category One | Total Votes: 320 | Follow'. 3. 'Name of person bestanswertexthere' (smiley icon), 'June 10, 2010 | Best Answer | +Vote:120'. At the bottom is a 'Show 6 Answers' button.

Click Continue

The screenshot displays a support website interface. At the top right, there is a 'Support' button. Below it, a navigation bar shows 'Most Popular' (selected) and 'Recent'. The main content area features a question form with the text 'Does the iphone work with your product?'. To the right of the form is a search icon and an 'Ask' button. Below the form, there is a 'Category:' dropdown menu with 'Please Select' and a 'Private Question to Customer Service' checkbox. At the bottom of the form, there is a 'Continue' button with a mouse cursor pointing to it. On the left side, there is a sidebar with a user profile 'First Last' and buttons for 'My Questions', 'All', 'Best Answers', 'Open Questions', and 'My Products'. On the right side, there is a 'Recommendations' section with links for 'Similar Questions', 'Product Updates', 'Deals', and 'Discounts'. Below the form, there is a list of articles and answers, including one titled 'Name of Article' and another by 'Name of person'.

Company Header/Tabs

Support

Most Popular Recent

Does the iphone work with your product?

Search

Ask

Category:
Please Select

Private Question to Customer Service
(Check select if you do not want community help)

Click Continue to Ask and Post your Question **Continue**

Recommendations
Similar Questions
Product Updates
Deals
Discounts

Name of Article
June 1, 2010 | Category One | [Support Article](#) | Total Votes: 320

Name of person questiontextthere
June 1, 2010 | Category One | Total Votes: 320 | [Follow](#)

Name of person bestanswertextthere
June 10, 2010 | [Best Answer](#) | [+Vote:120](#)

[Show 6 Answers](#)

Question Posted

Company Header/Tabs

Support

Most Popular **Recent**

What would you like to know?

Cannot find it? **Ask**

New Question Posted

MyName Does the iphone work with your product?
July 2, 2010 | Category One | Total Votes: 0 | [Delete](#)

Nameofperson QuestionPosted
July 1, 2010 | Category One | Total Votes: 2 | [Follow](#)

[Show 4 More Answers](#)

Nameofperson Some answer
June 13, 2010 | [+Vote: 0](#)

Nameofperson QuestionPosted
June 1, 2010 | Category One | Total Votes: 6 | [Follow](#)

Nameofperson Some answer
June 13, 2010 | [+Vote: 0](#)

Recommendations

- Similar Questions
- Product Updates
- Deals
- Discounts

First Last
My Questions
Edit My Profile

All

Best Answers

Open Questions

My Products
Expand

Some time later

Login User: My Questions

Company Header/Tabs Support

What would you like to know?

Cannot find it?

MyName My Question
June 1, 2010 | Category One | Total Votes: 320 | [Delete](#)

Nameofperson Some answer
June 8, 2010 | [Select Best Answer](#) | [+Vote \(20\)](#)

Private Conversation

CustomerSupportRep Some answer
June 11, 2010

MyName Some answer
June 11, 2010

Nameofperson Some answer
June 13, 2010 | [Select Best Answer](#) | [+Vote \(0\)](#)

MyName Can I dock other MP3 players on the iPClock?
June 1, 2010 | Category One | Total Votes: 320

Nameofperson Some answer
June 10, 2010 | [✓ Best Answer](#) | [+Vote \(300\)](#)

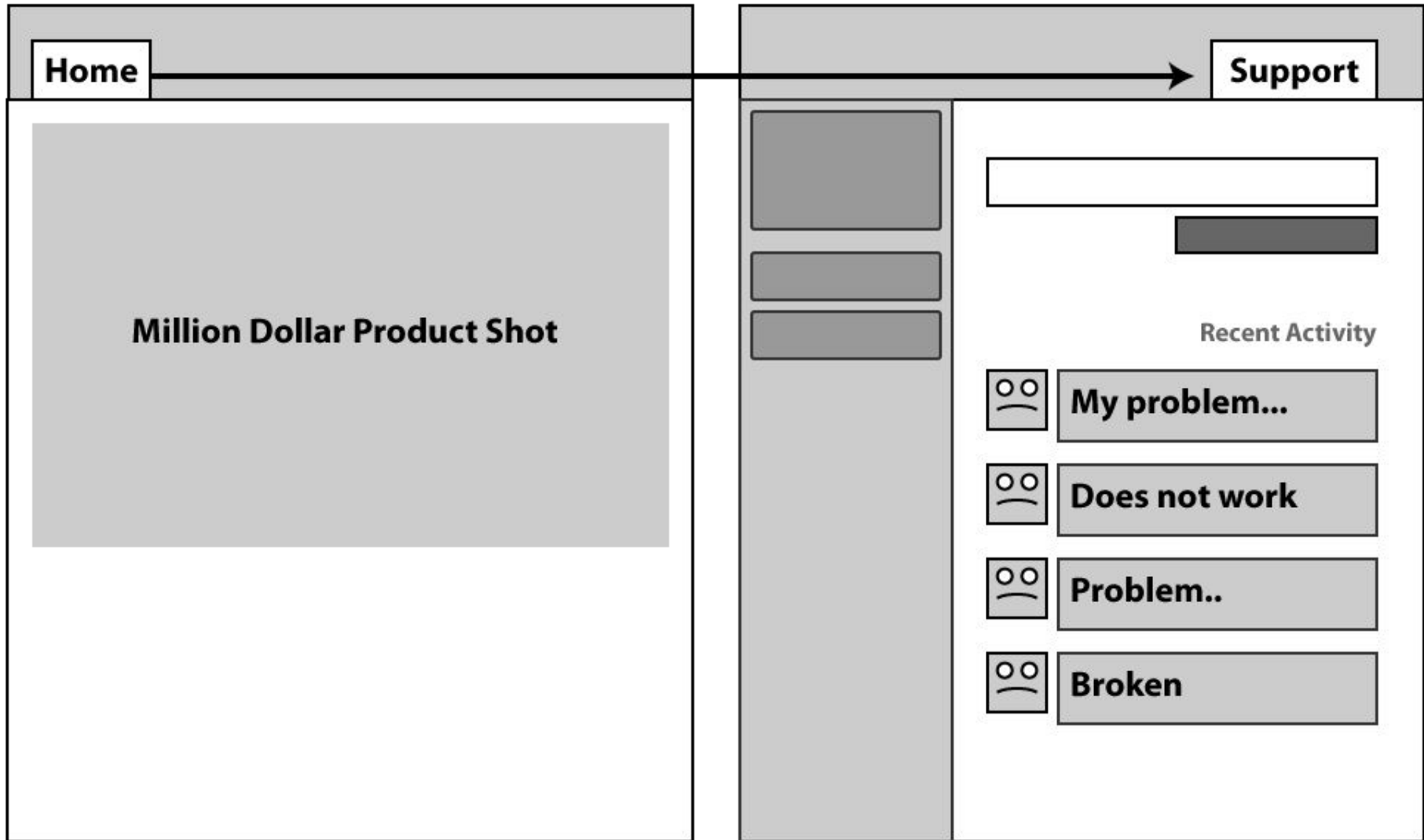
[Show 4 Answers](#)

Things I Follow
Questions I Follow
Categories I Follow
[Edit](#)

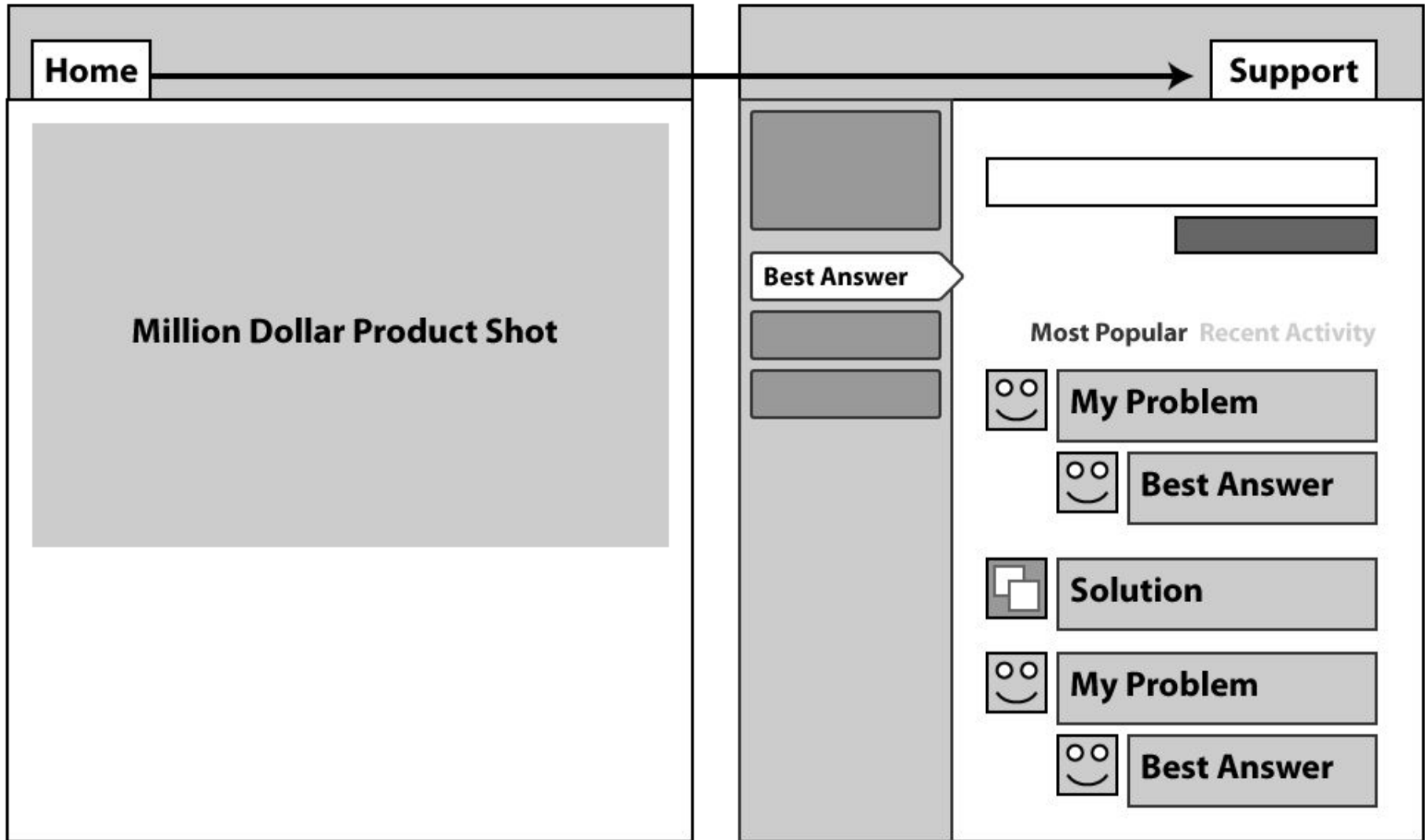
Left Sidebar:
First Last
My Questions
Edit My Profile
All
Best Answers
Open Questions

Filters

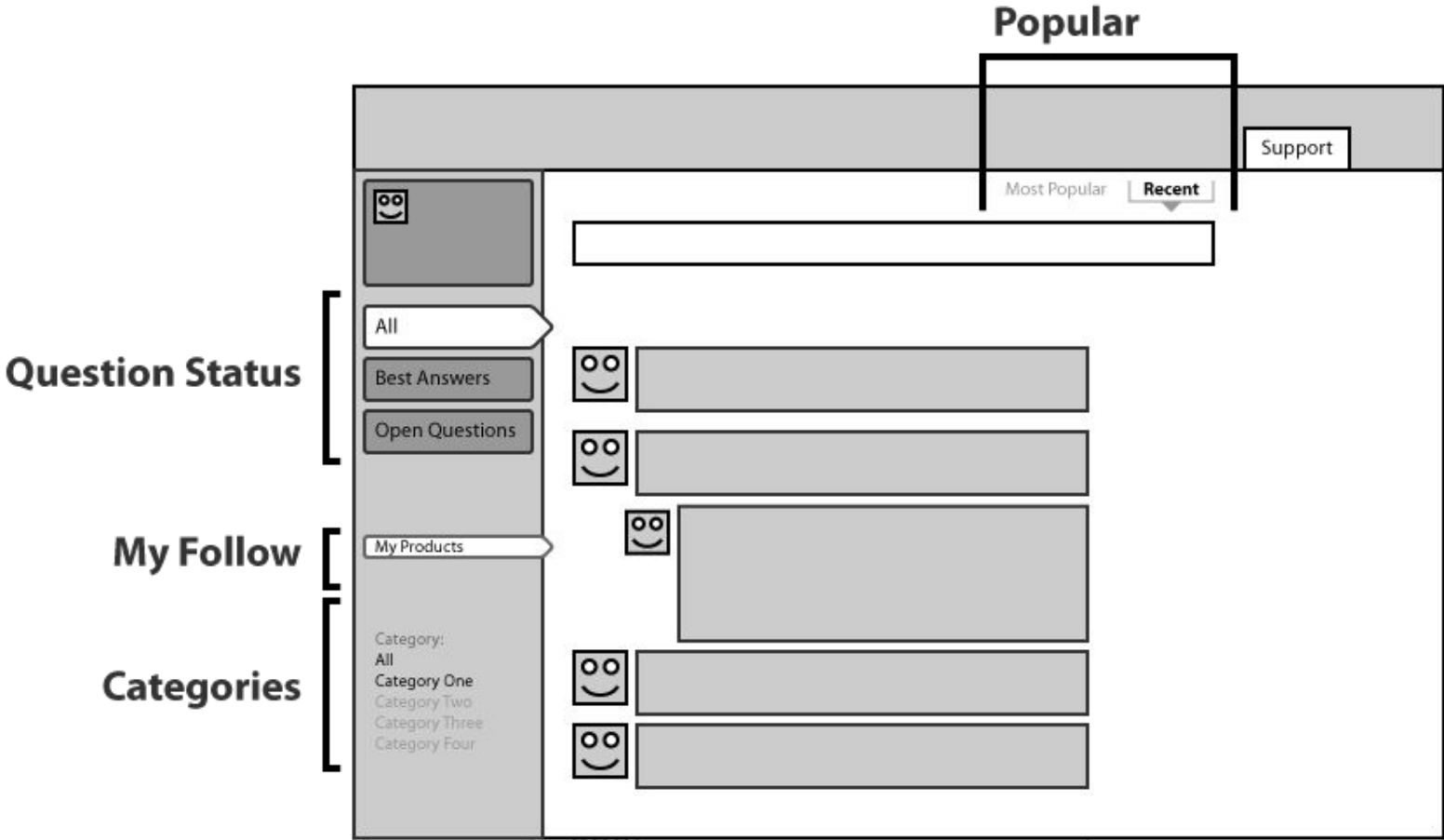
What we don't want...



What we want...

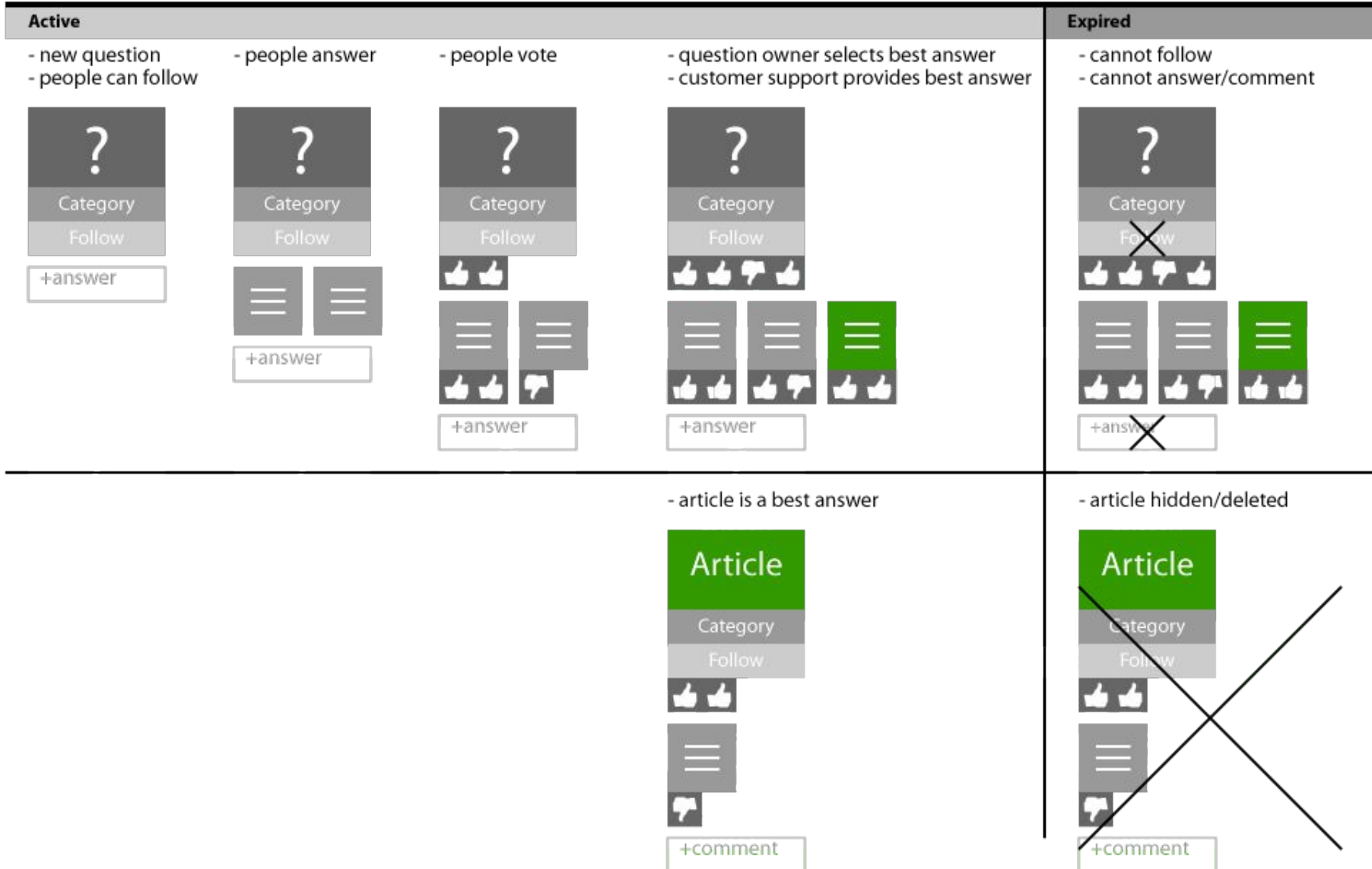


Filters Overview



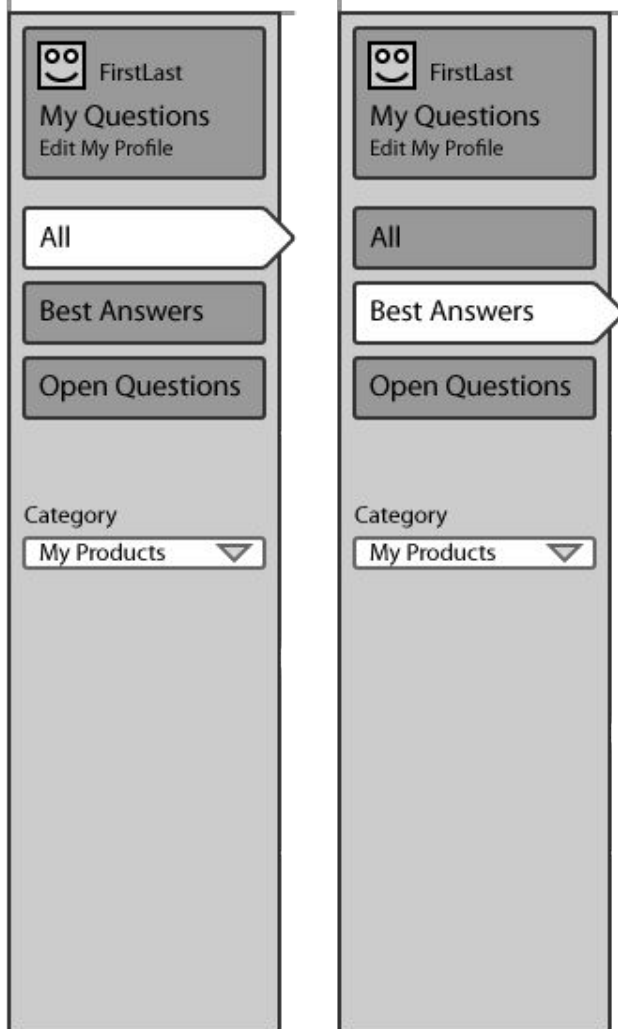
Question Status

Open  **Best Answer** 

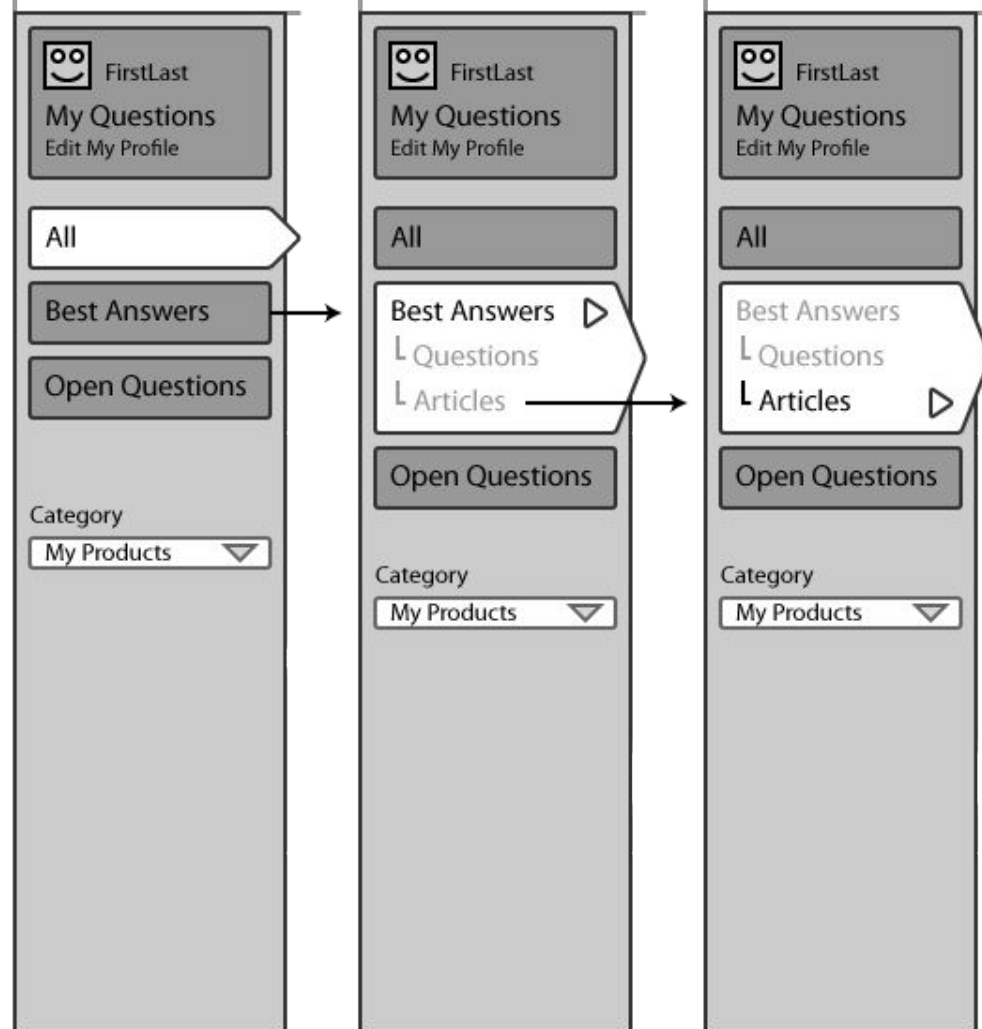


Filter Best Answer

Option One



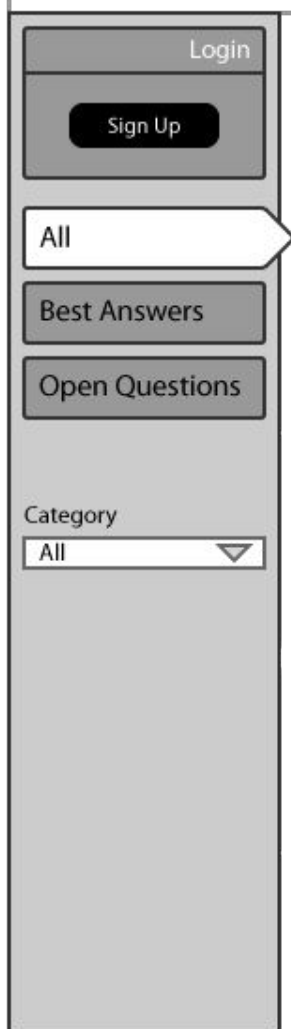
Option Two: If needed, fine grain filter to knowledge



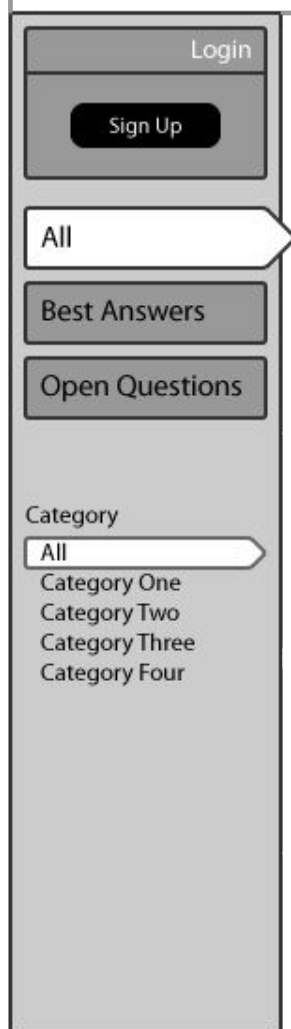
Filter Categories / My Follow

Guest User

Many Categories

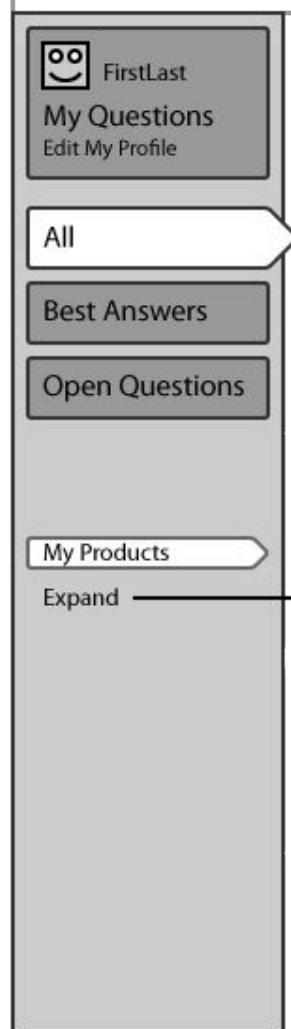


Few Categories



Login User

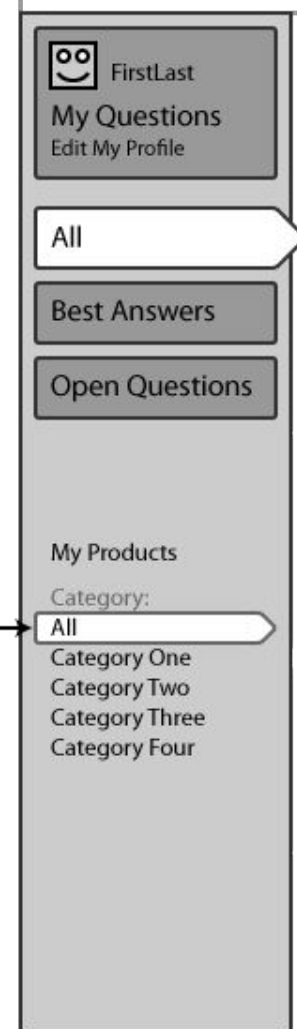
My Products/Follow



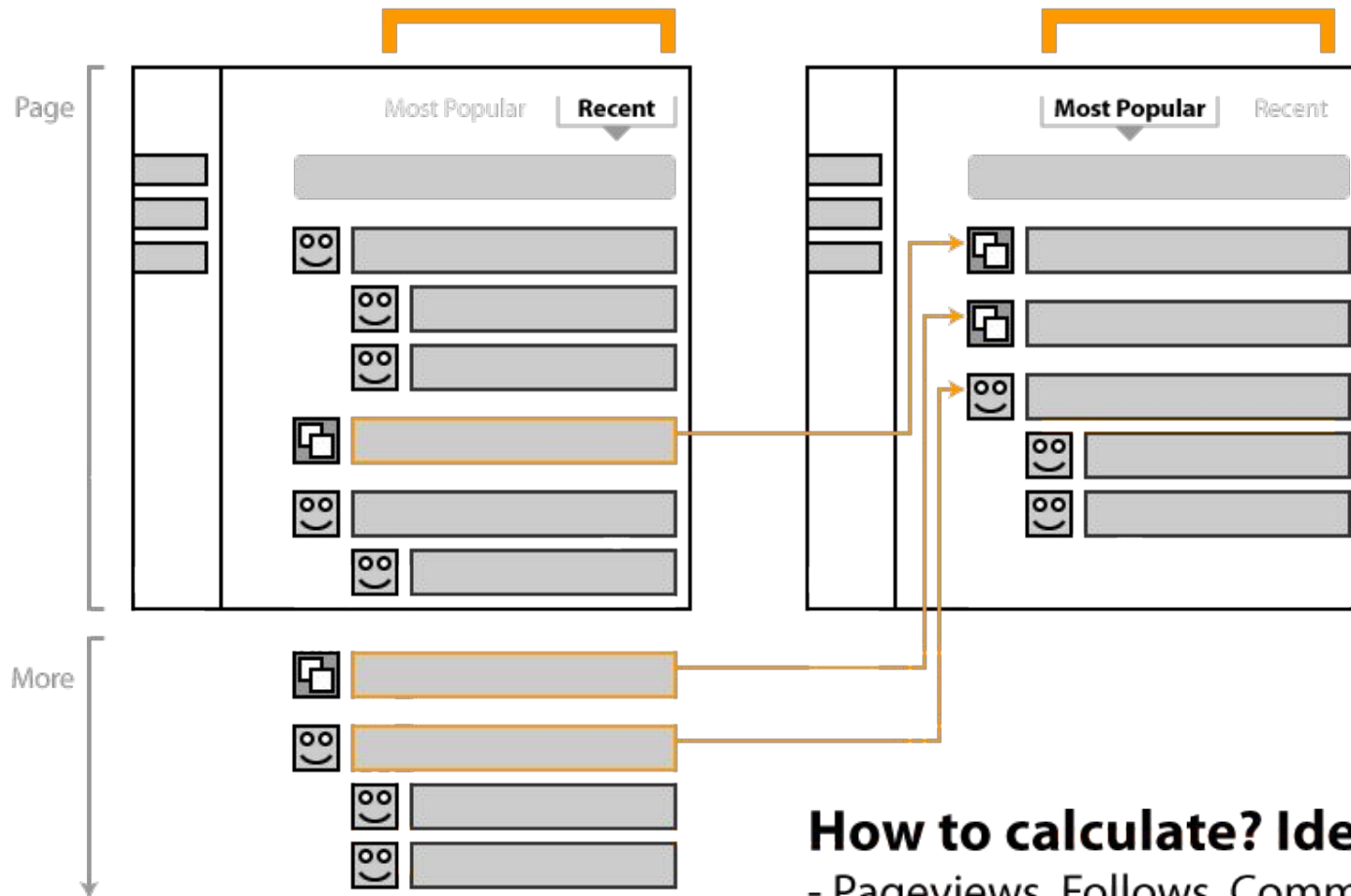
Expand



Select All



Filter Most Popular



How to calculate? Ideas..

- Pageviews, Follows, Comments, Votes
- Multiplier (adjusted to push/pull items) or
- Company knowledge is auto popular

End of Product Overview

Any Questions?

Recap, Guest Landing Screen

Company Header/Tabs

Support

Login

Sign Up

All

Best Answers

Open Questions

Category

All

Category One

Category Two

Category Three

Category Four

Most Popular Recent

What would you like to know?

Cannot find it? Ask

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June 1, 2010 | Category One | Total Votes: 320

Nameofperson No, only Apple iPod and iPhone models will dock on the iPSpeaker. However, any portable audio device can play through the iPSpeaker by connecting it via a patch cord to the line-in jack.
June 10, 2010 | **Best Answer** | +Vote (300)

Show 4 Answers

Name of Article
June 1, 2010 | Category One | **Support Article** | Total Votes: 320

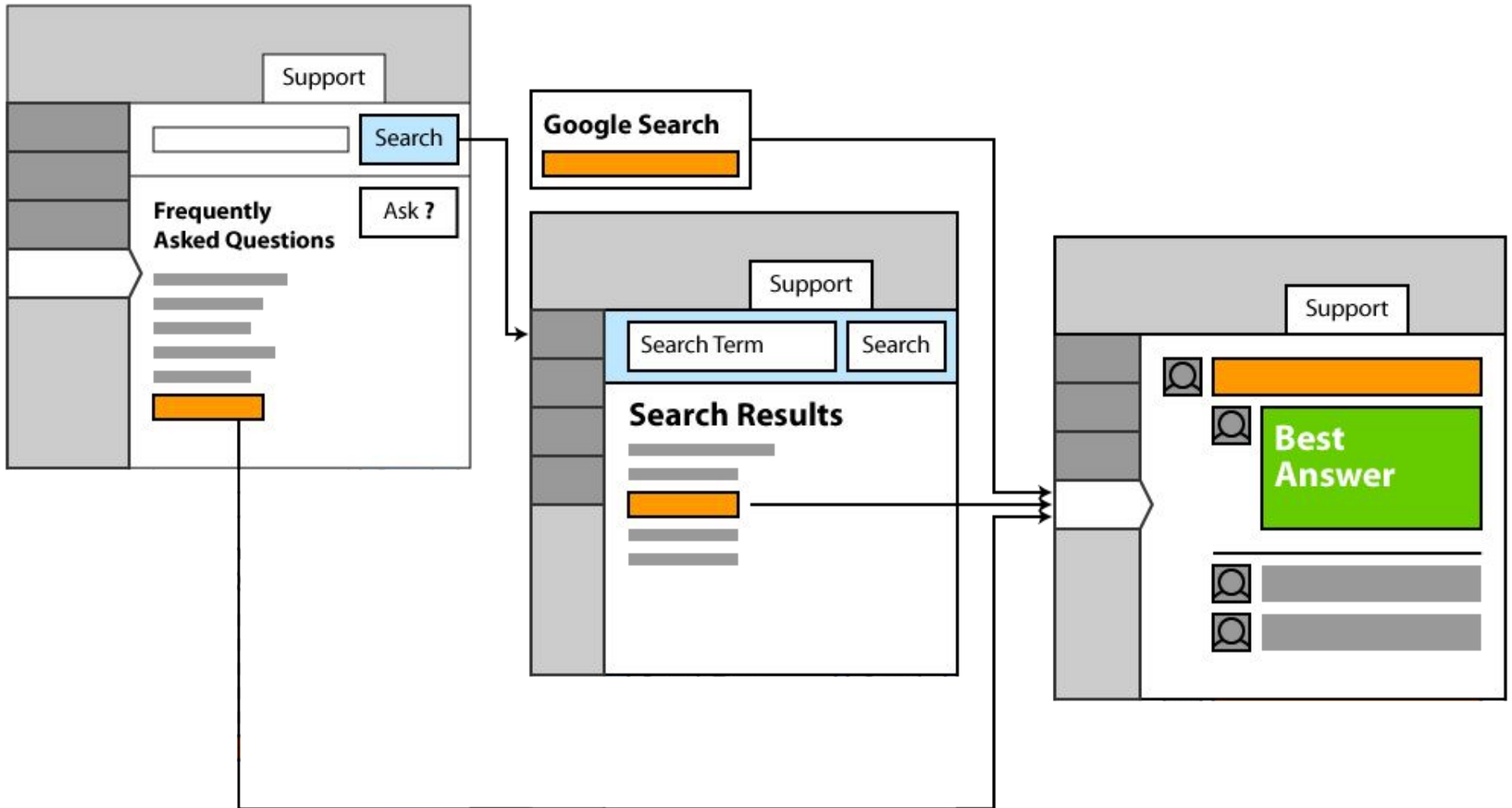
Nameofperson questiontextthere
June 1, 2010 | Category One | Total Votes: 320

Nameofperson bestanswertextthere
June 10, 2010 | **Best Answer** | +Vote (120)

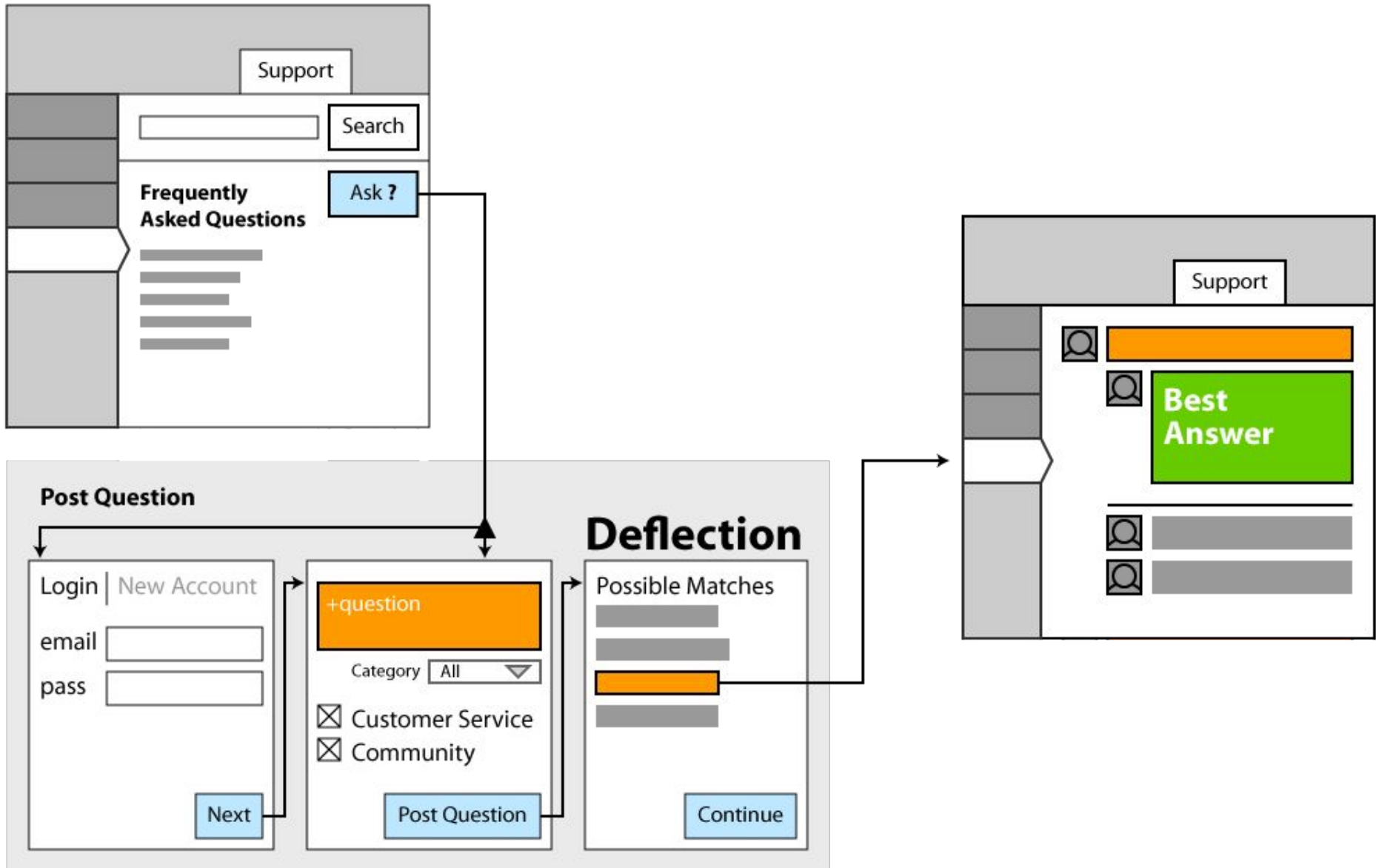
Show 6 Answers

Interaction Concepts

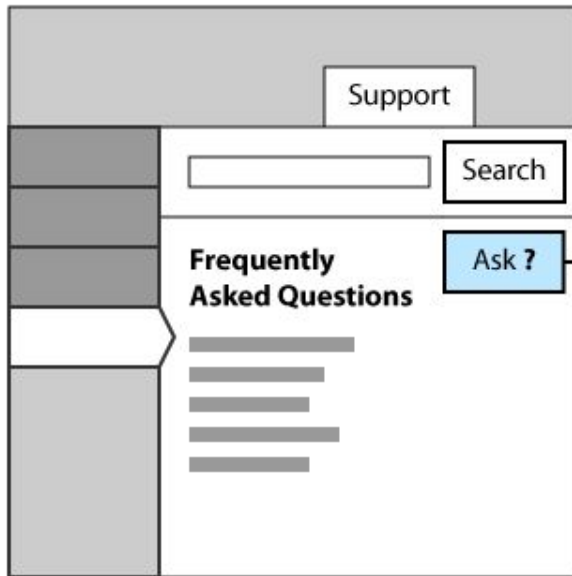
Navigate or Search > Solve



Ask then Deflect > Solve



Post Question..



Post Question

Login | New Account

email

pass

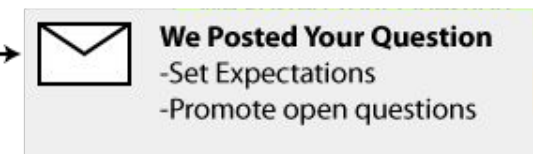
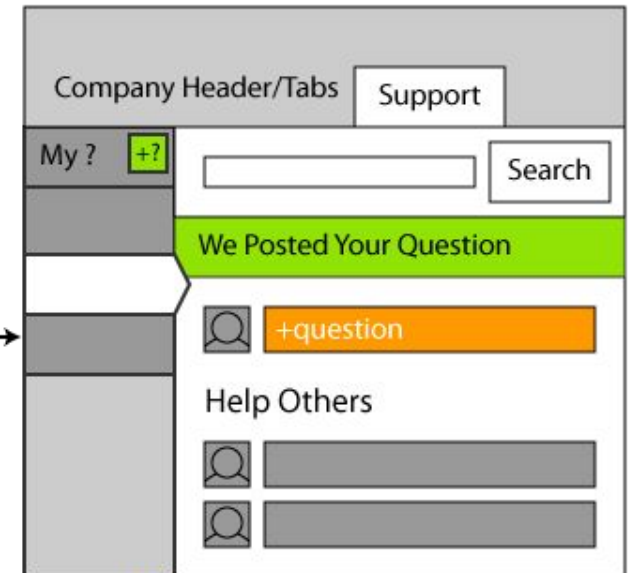
Category

Customer Service

Community

Possible Matches

Question Posted



Get Answers > Select Best > Solve

