



StarrData successfully implements a Salesforce Customer Community, resulting in an efficient and effective customer service platform for Panzura

Company Overview

Panzura simplifies the way file-based storage is deployed, managed, and protected, and it is their mission to create fast and secure cloud storage. Panzura is located in Silicon Valley, and they create products that make cloud storage simple and secure by optimizing enterprise data storage management.

The Problem

Panzura was releasing a new, free storage product and they were expecting to receive lots of interest in it. Panzura needed a place for the users of this new product to leave suggestions and comments, as well as ask questions, that would not overload their support team. Panzura also wanted to create a brand loyalty around this new product. After considering all of their requirements, Panzura decided that Salesforce Customer Communities best fit their needs.

How We Helped

StarrData began the Salesforce Customer Communities implementation process with discovery calls to better understand Panzura's needs and what they were looking for in a Salesforce solution. Once StarrData had a comprehensive understanding of Panzura's Salesforce requirements, we began developing their Customer Community to meet their specifications by setting up features such as security, assignment rules, and sharing models.

The most important aspect for making Salesforce Customer Communities a success for Panzura, however, was creating a place where their customers could ask questions and post suggestions. To accommodate this, StarrData enabled Chatter Answers and Ideas in Panzura's Customer Community. Chatter Answers and Ideas allow all registered members of the community, in this case, the users of this new product, to post and comment on suggestions, as well as ask and answer questions about the product. Members of the community can answer other member's questions, saving Panzura time and resources. When necessary, Panzura's Salesforce Community is set up so a question can be escalated to a Case and Panzura's internal support will take action. By using Chatter Answers and Ideas, Panzura's customers can check the status of their suggestions and get the answers they need, and Panzura can allocate their support resources elsewhere.

Once StarrData completed development, they reviewed the customizations with Panzura to make sure they met their requirements. StarrData then trained Panzura on how to manage their community, as well as led a branding review session to teach Panzura how they could incorporate their product's brand into their Salesforce Community.

“StarrData did a terrific job implementing a Salesforce Community for us. This project was easily one of the top 2-3 experiences I've had with such things over the last 20+ years and here's why. They are very responsive and keen to understand what we needed to accomplish by when. The quality of the questions they asked at the beginning of the project demonstrated their commitment to understand our needs and help us figure out the best plan for getting there. StarrData also demonstrated a very high level of professionalism. With our needs well understood they provided a schedule and delivered on-time!!! We highly recommend them.”

- Dan Boggs, Director of Product Management, Panzura

Want to see these kinds of results for yourself? Give us a call today at (888)391-4493 x101.

