

## Boosting Community Engagement and Customer Retention With

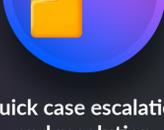
# COMMUNITY-CRM INTEGRATION



According to Higher Logic

58%<sup>[i]</sup> of organizations integrated their online communities with various business systems last year.

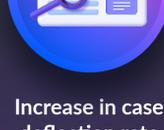
### Here are the reasons:



Quick case escalation and resolution



Time-consuming, 1:1 support delivery elimination



Increase in case deflection rate



Efficient support delivery to customers



Dedicated space for feedback for community members

## The Relevance of Community-CRM Integration in Your Business

A well-executed integration potentially brings multi-dimensional benefits to every organization- from community to support and sales.



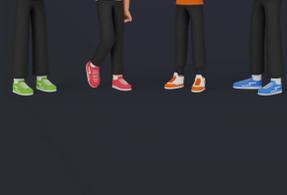
### Here are 5

## departments that will majorly benefit from community-CRM integration

1

### The Community Staff

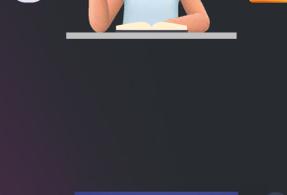
55%<sup>[ii]</sup> of community managers have agreed to struggle to keep the community engagement ongoing. Integration enables brands to keep delivering value to the community members, resulting in thriving community engagement.



2

### The Support Team

90%<sup>[iii]</sup> of customers agree that immediate support is important to them. So, integrating platforms eliminates the need for your support staff to navigate back and forth, all while delivering prompt support.



3

### The Sales Team

55%<sup>[iv]</sup> of branded community owners have experienced an increase in their sales after implementing their customers' suggestions. Members tend to share their honest opinion and feedback in the community. Thus, integrating communities with business solutions like CRM enables the sales team to leverage that information to improve CX.



4

### The Customers

90%<sup>[v]</sup> of global customers expect organizations to have an online self-service platform. It means delivering manned support is not enough, enabling self-service is just as essential. It saves time by eliminating the lengthy support process.



5

### The Organization

Acquiring a new customer is 5-25x<sup>[vi]</sup> more expensive than retaining an existing one. Integrating community with CRM ensures an exceptional customer experience and lower support costs by eliminating repetitive manual support, resulting in efficient customer retention.



## The 'How' of Community-CRM Integration - KaseSync

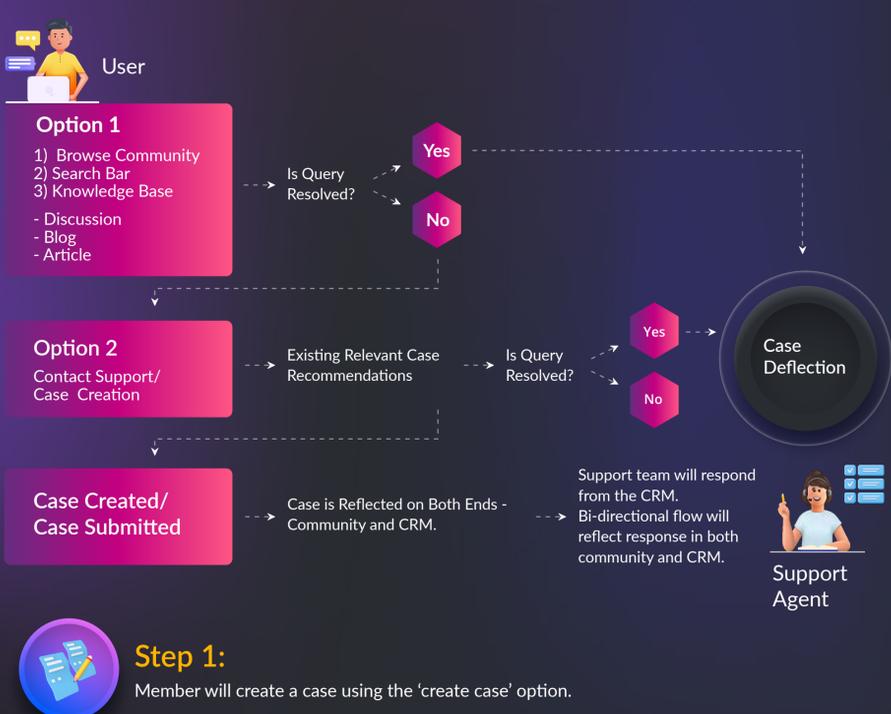
Now that we are familiar with the immense benefits that community-CRM integration offers, the next question that arises is how to do it? Fortunately, we've got an innovative solution -

### KaseSync

Explore everything about KaseSync [here](#).

### How KaseSync Works?

Here's a step-by-step demonstration of how KaseSync empowers your community members with effortless self-service and prompt support.



**Step 1:** Member will create a case using the 'create case' option.



**Step 2:** KaseSync will display the relevant cases and threads. If the member finds a solution, the case is deflected. If not, then the case gets listed on the CRM directly from the community.



**Step 3:** With the bidirectional flow, support reps can access the case and offer appropriate assistance to the customer directly from the CRM end.

## Wish to Equip Your Online Community With Exceptional Customer Support? Talk to Us!

Drop us a line at [info@kasesync.com](mailto:info@kasesync.com), and we'll take it from there.

### Statistics References

[i] <https://www.higherlogic.com/blog/online-communities-key-facts-statistics-2020/>  
 [ii] <https://tribe.so/blog/30-online-community-stats-you-must-know-in-2019/>  
 [iii] <https://blog.hubspot.com/service/customer-acquisition-study>  
 [iv] <https://blog.vanillaforums.com/20-statistics-about-the-benefits-of-online-communities>  
 [v] <https://www.raffle.ai/resources/14-powerful-stats-that-prove-the-importance-of-self-service-in-the-customer-experience>  
 [vi] <https://www.helpscout.com/75-customer-service-facts-quotes-statistics/>