



Community portal enhancement powered by Infoglen.

Delivered an optimized, more
connected community portal with
Salesforce Experience Cloud.

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About The Client

The client is a leading construction tech company. Their cloud-based construction management software solution enables various members from construction companies, property owners, project managers, contractors, and partners to collaborate on construction projects and share access to documents, planning systems, and data using an internet-connected device. The client aimed to leverage Salesforce to create a community portal that enhances connectivity and engagement for registered members.

Business Challenges

The client aimed to enhance its member engagement and revamp its community engagement strategy. To accomplish this, it sought assistance in addressing the following challenges:

- **Insufficient Member Engagement:** The client aimed to create a more engaging community for its registered members by simplifying the login process for smoother and more convenient access.
- **Barriers in Community Access:** The community's complex login process made it difficult to grant access to members, which was a major challenge for members with active construction projects, who needed regular access to the platform.
- **Lack of Customized Access for Leaders:** There was a growing need to implement a mechanism that would provide exclusive information to the company's leadership within the community.
- **Delayed Engagement:** A lack of real-time member engagement highlighted the need for solutions to facilitate quicker and more interactive participation.



Our Solution

To offer a more streamlined and valuable experience for users, as well as to enhance member engagement and the functionality of the client's community portal, Infoglen implemented the following solutions:



- **Homepage Enhancement:** Constructed a unified online presence for the client and facilitated the seamless dissemination of crucial updates, news, and articles on its community portal by redesigning the client's community portal homepage and integrating it with their main website via APIs.
- **Implementation of a Gamification Strategy:** Increased engagement by introducing a targeted gamification strategy within the community portal.
- **Custom SSO Implementation:** Ensured greater inclusivity and ease of use by implementing custom Single Sign-On (SSO) capabilities to facilitate access for contractors registered with the company, regardless of their project status.
- **Leaders' Exclusive Access:** Strengthened leadership participation in the community by providing community leaders access to an exclusive page offering advanced insights into the latest announcements, meetings, and articles.
- **Tailored Component Integration:** Enhanced the community experience by seamlessly integrating custom components into the homepage, offering an improved user interface and real-time representation of data such as group counts, total member statistics, and member-generated questions.



Business Outcomes

Infoglen's solutions assisted the client in enhancing customer engagement on its community platform:

- **45% Growth in Membership:** Noted a significant increase in the registered member count on the community portal, indicating the improved appeal and accessibility of the platform.
- **Streamlined & Accelerated Platform:** Established a more efficient platform that provides optimized performance while meeting the client's unique needs.