

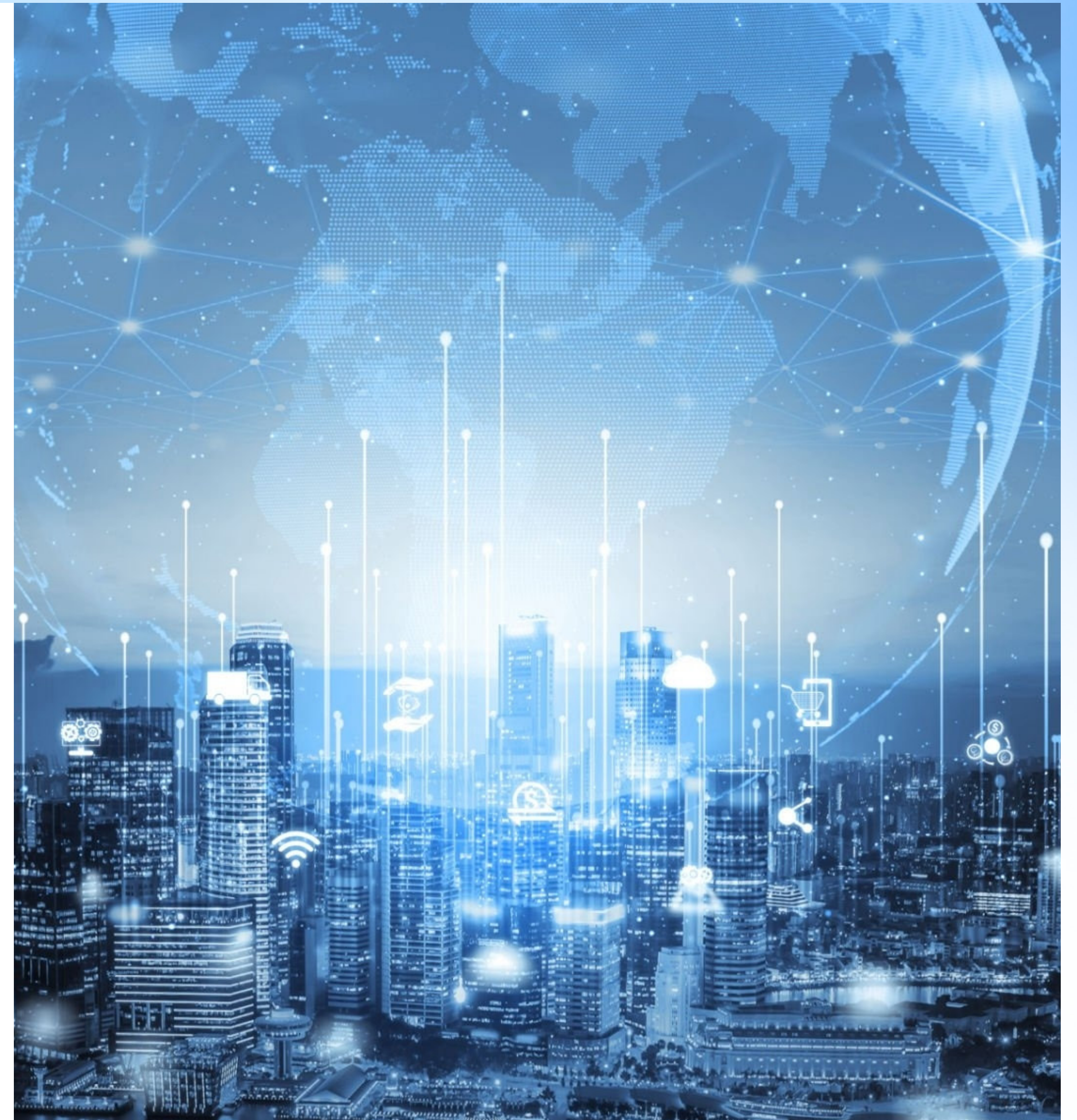


PROCORE®

Community portal enhancement powered by *Infoglen*

Implemented an optimized, seamlessly interconnected community portal using Salesforce Experience Cloud

www.infoglen.com



Problem Statement

The client is an all-in-one construction management platform. It's a cloud-based construction management software that allows teams of 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 wanted to leverage Salesforce to create a community portal that enhances connectivity & engagement for registered members.

Business Challenges

The client wanted to boost its member engagement and bring about changes in its community engagement strategy. To achieve this, it needed help addressing the following challenges:

- **Insufficient Member Engagement:** The client sought a more engaging community for its registered members with a simplified login process to make access smoother and more convenient
- **Barriers in Community Access:** There was a difficulty in granting community access to members, irrespective of whether they had active construction projects
- **Lack of Customized Access for Leaders:** There was a growing need to implement a mechanism to provide exclusive information to company's leadership within the community
- **Delayed Engagement:** A lack of real-time member engagement prompted the need for solutions to facilitate quicker and more interactive participation
- **Incomplete Data Privacy:** There was a growing need for data anonymization of PHI (Protected Health Information) to maintain data privacy





Our Solution

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

- **Homepage Enhancement:** Built a cohesive online presence for the client, and enabled the seamless dissemination of essential updates, news, and articles on its community portal, by revamping the client's community portal homepage, and integrating it with their main website via APIs
- **Implementation of a Gamification Strategy:** Boosted engagement, by introducing a targeted gamification strategy within the community portal
- **Custom SSO Implementation:** Ensured greater inclusivity and ease of use through implementation of custom Single Sign-On (SSO) capabilities to facilitate access for contractors registered with the company, regardless of their project status
- **Exclusive Access to Leaders:** Helped strengthen 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:** Created a more informative & engaging community experience by seamlessly integrating custom components into the homepage thus, 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 helped the client achieve its goal of boosting customer engagement on its community platform:

- **45% Growth in Membership:** Observed a remarkable upsurge in the registered member count on the community portal, signifying the enhanced appeal and accessibility of the platform
- **Streamlined & Accelerated Platform:** Established a more efficient platform that offers optimized performance while meeting the client's unique needs