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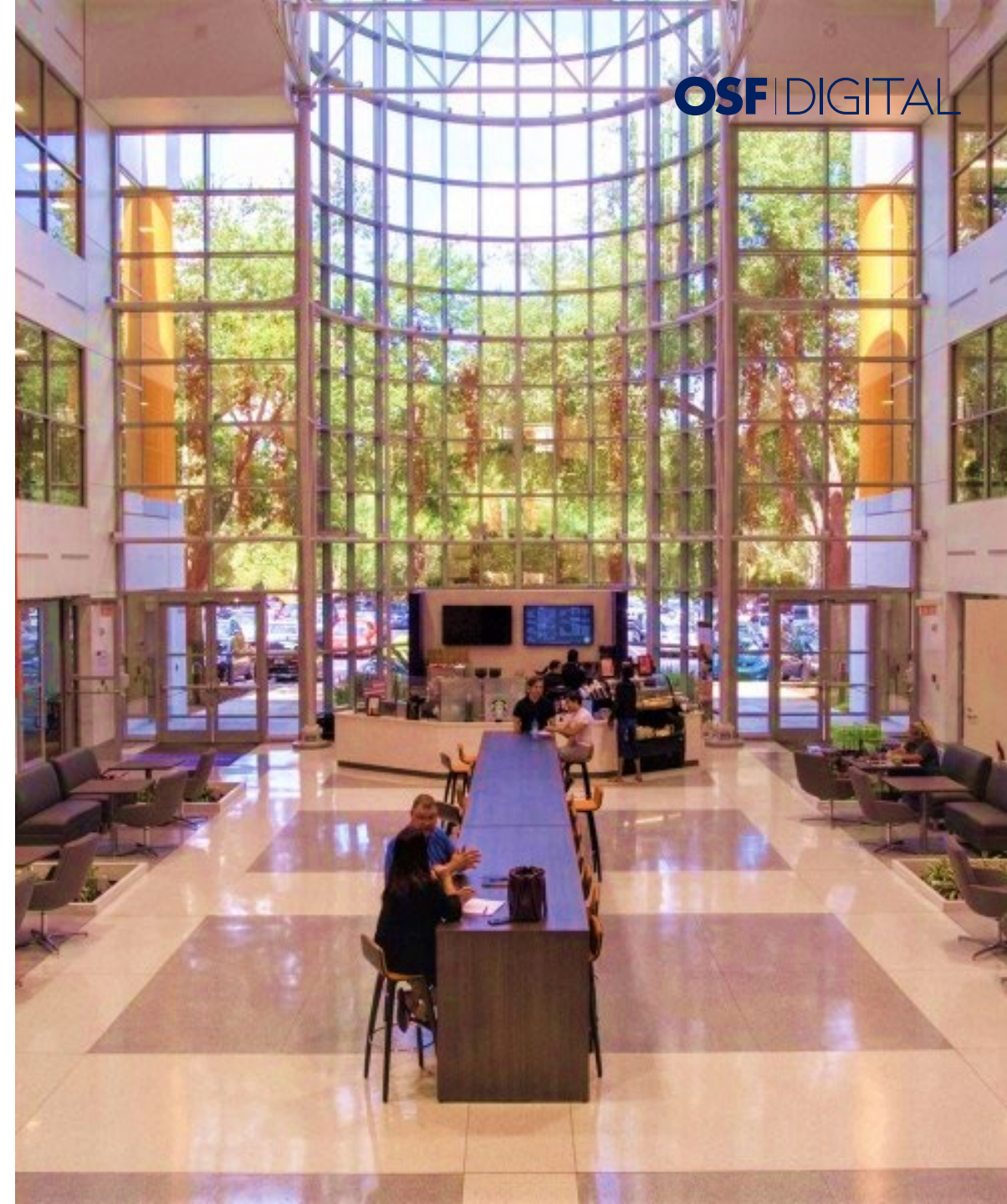
 **CENTRAL SQUARE**
TECHNOLOGIES

CREATING A SEAMLESS, STREAMLINED CUSTOMER EXPERIENCE

ABOUT CENTRALSQUARE

CentralSquare is an industry leader in public safety and public administration software, serving over 7,500 organizations - from the largest metropolitan city to counties and towns of every size.

The company's software impacts the lives of 3 in 4 citizens across North America.



CENTRAL SQUARE CHALLENGES

Needed to Improve Management of Knowledge

CentralSquare was using both Jive and Salesforce Customer Community to house knowledge and provide customer support. The company needed to consolidate to a single, streamlined platform without losing data or history.

1

Difficulty managing both Jive and Salesforce Customer Community

2

Data mapping had become complicated

3

Salesforce admins were using different naming methods for product family, group and line, so the product table couldn't be mapped directly

4

Jive platform wasn't keeping up with the market

5

Jive data sources were siloed into workspaces that could no longer meet business needs

OSF'S SOLUTION

A Modern Salesforce Customer Community

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OSF migrated and restructured Jive data into a branded Salesforce Customer Community

salesforce experience cloud

salesforce service cloud

salesforce knowledge

coveo™



OSF'S SOLUTION

Revamped the Salesforce Customer Community

Jive data was migrated and restructured into a branded, mobile-friendly Salesforce Community that included:

PRODUCT DATA MAPPING

We built a substructure with metadata to allow product data mapping and to create several layers of mapping of product names, families, and groups to data categories and topics

DATA NORMALIZATION

Data normalization ensures Coveo properly tags content in Salesforce with the correct product name so users can search by product and properly display products they own on the home page

CROSSWALKS BETWEEN CATEGORIES & PRODUCTS

We built crosswalks leveraging Salesforce metadata between data categories and products, which is used by topics to create meaningful interactions with groups and content


BRANDED GROUPS

Branded groups based on specific products and personas allow exchanges between peers owning the same products

OSF'S SOLUTION

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Optimized the UI/UX of the Salesforce Customer Community



An updated, modern look and feel with user-friendly, mobile capabilities

A strategically designed layout to route customers to self-serve and consume content prior to creating a case

RESULTS

A Modern, User-Friendly Customer Service Experience

A community that properly reflects CentralSquare's brand guidelines

- Seamless transition between the website and customer community

- Unified data and processes

- Streamlined, branded customer experience

- Flexibility in acquiring more product offerings, thanks to the metadata substructure

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THANK YOU!
