



# An Online Community That Drives Revenue

### WHO THEY ARE

Hotcakes Commerce is fully-featured e-commerce platform that scales to your business' needs. Hotcakes is built on a world class ASP.NET CMS so that users won't be limited with the kind of sites they can create. The Hotcakes platform has over 10,000 plugins and the support of a worldwide community.

#### WHAT THEY WANTED

Hotcakes Commerce wanted a social website that allowed users to engage with the organization (and with each other). In addition, they wanted to reduce pre-sales and support costs, provide "crowdsourced" customer service and drive revenue growth, all from the same site.

#### HOW THEY DID IT

Hotcakes Commerce used DNN's online community solution (Evoq Engage) to power their new site. Using "out of the box" features available in Evoq Engage, Hotcakes Commerce drove interest from sales prospects, which directly led to license sales of their software.

PRODUCTS IMPLEMENTED



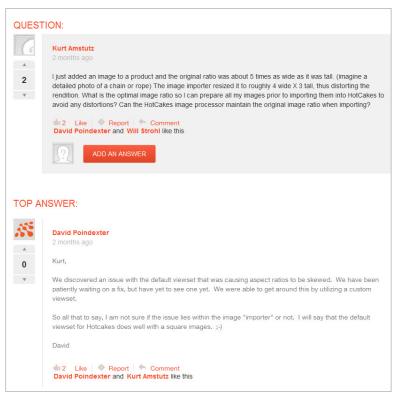


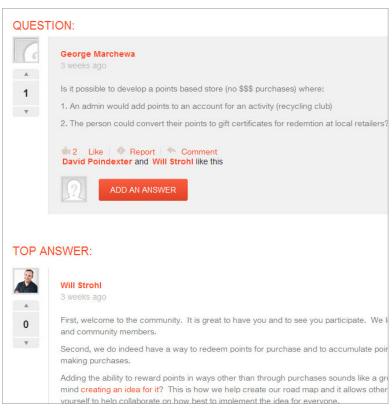
# From lead generation to closed sale

Typically, software companies drive license sales by running marketing campaigns to generate leads, which are qualified and closed by sales representatives. For Hotcakes, the lead sourcing, qualifying and closing happen right within their community. As a result, they've reduced marketing, pre-sales and sales costs, all while increasing revenue.



Hotcakes Commerce didn't just reduce costs, they eliminated them. Hotcakes does not employ a first level customer support team, as that function is served by their online community. Customers provide assistance to other customers, leaving Hotcakes to address second and third level support issues, exclusively.



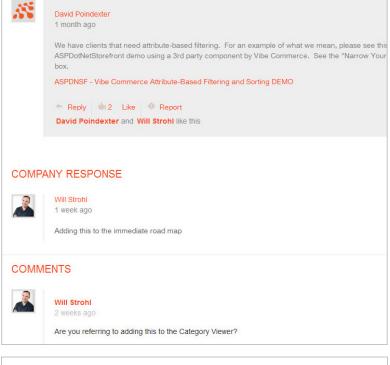


IDEA:



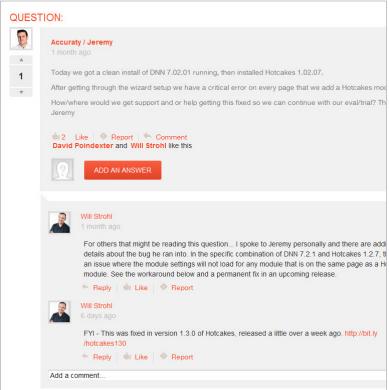
# **Customer ideation drives** the product roadmap

Hotcakes Commerce doesn't need to organize a Customer Advisory Board or schedule meetings with customers to discuss product features: it all happens right in their online community. In fact, the online community is the de facto location for providing feature ideas and requests to Hotcakes.



# No-cost partner recruitment

For certain client engagements, Hotcakes partners with "system implementers." As users come to the Hotcakes site to ask questions, the online community enables Hotcakes to cost-effectively source new partners. In turn, the newfound partners drive license revenue growth for Hotcakes.

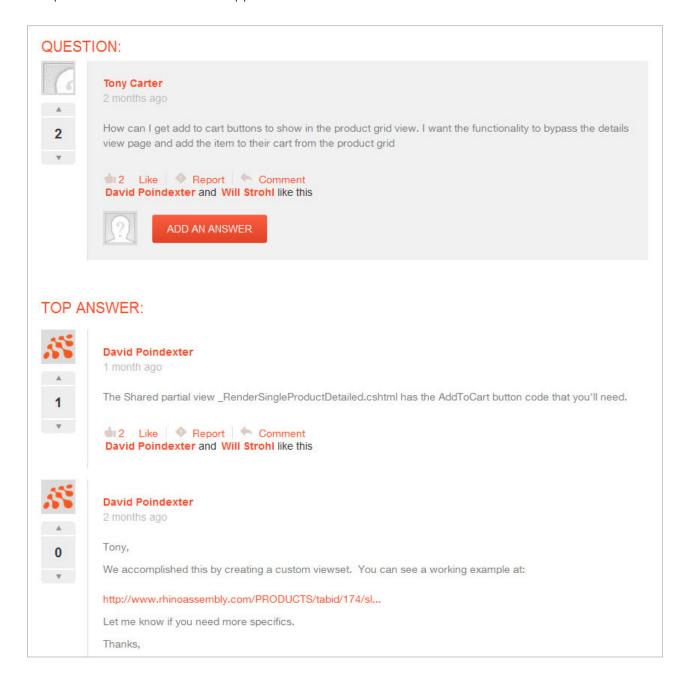




## **Selected Features:**

#### **Answers**

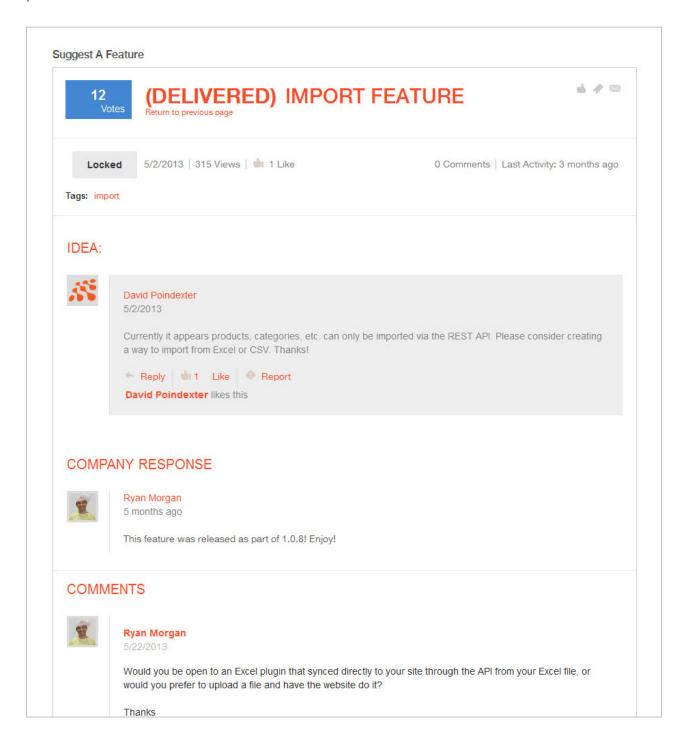
Hotcakes Commerce labeled this feature "Ask a Question." It's the primary means by which they provide customer support. With the community serving the first level support role, Hotcakes can focus on more complex second and third level support issues.





## **Ideas**

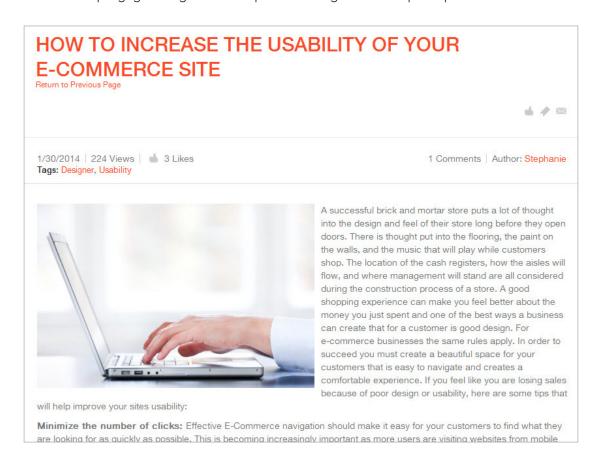
Labeled as the "Suggest a Feature" area of their community, Ideas are the de facto means for customers to provide feature ideas to Hotcakes.





# **Blogs**

Hotcakes uses Evoq Engage's Blogs feature to provide thought leadership and product content to customers.



Evoq Engage has enabled our online community to lower support costs, find new partners, solicit product ideas from our customers and drive substantial revenue gains.



Will Strohl
Director of Product Development
Hotcakes Commerce