



MICRODESK

Using Community and Content to Engage with Customers Online

WHO THEY ARE

Microdesk provides business process, information technology, and software consulting to the architectural, engineering, construction, and facility operations industries. Its services also include commercial-level desktop and web-based software development for geographical information systems and building facilities management.

WHAT THEY WANTED

Microdesk wanted to “re-imagine” their website to better communicate their unique value proposition and “bring to life” their expert consulting team. They also wanted a community to provide customer support and increase customer retention.

HOW THEY DID IT

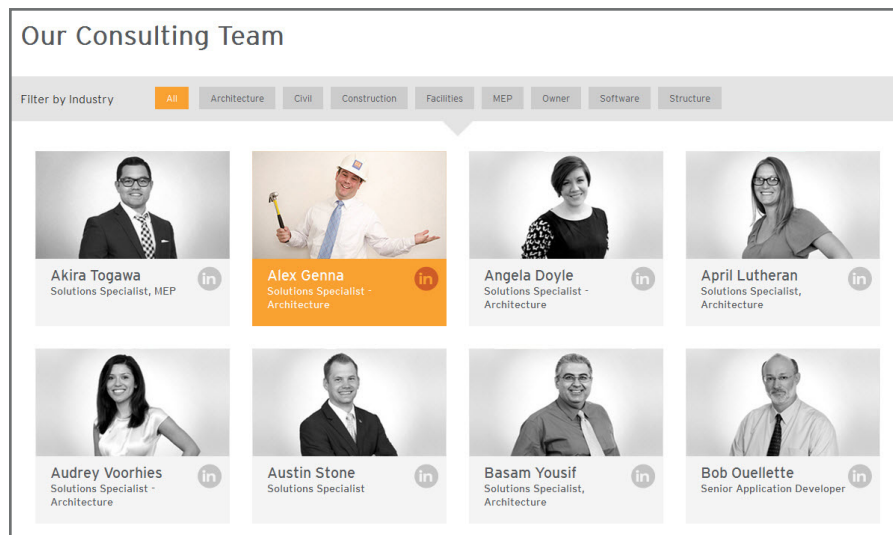
Working with [Arrow Consulting and Design](#) (a DNN Certified Partner), Microdesk deployed a brand new website using Evoq Engage.

PRODUCTS IMPLEMENTED



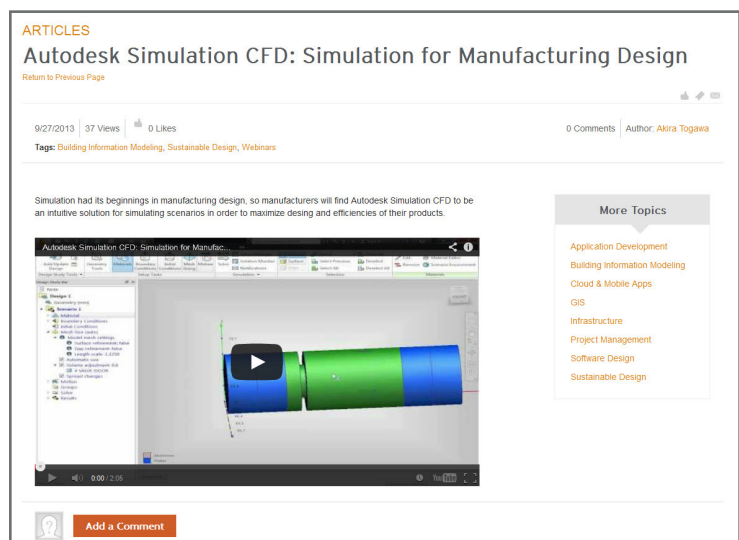
Making the entire organization more social

As a provider of business and technology consulting services, Microdesk's consulting team is their competitive differentiator. By highlighting the entire team online, Microdesk transformed their organization and their website: they both became more social.



Providing customer service and thought leadership

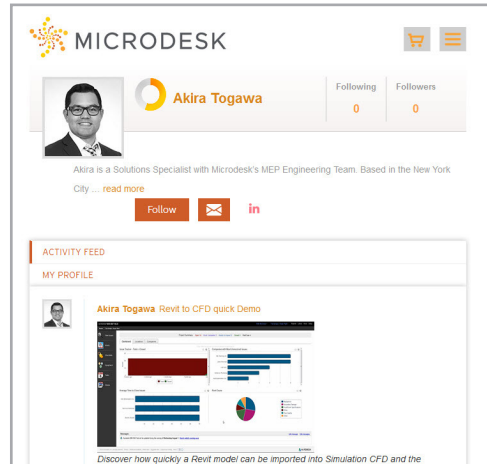
Microdesk's consulting team is using two features of Evoq Engage to engage and interact with customers: Blogs and Answers. Consultants use the Answers feature to address customers' product questions, while Blogs provide useful site content that's immediately indexed by search engines.



Selected Features:

Social Profiles

Social profiles help “present” the Microdesk consulting organization to the world. The profiles include a photo and bio, along with an activity feed listing users’ site activities.



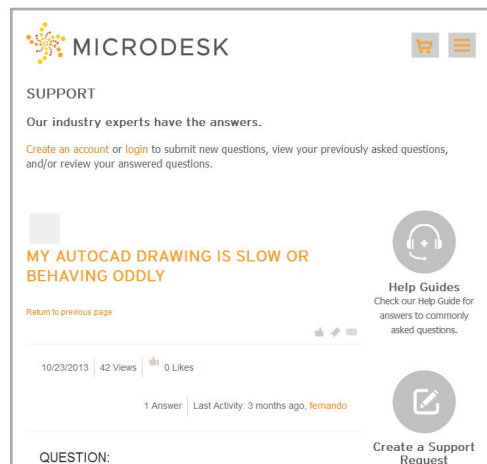
Blogs

Microdesk uses Blogs to publish industry and product-specific content on their site. Customers can like, bookmark and comment on blog postings. Meanwhile, search engines index the content, which drives new users into the community.



Answers

For product questions, customers are encouraged to post questions to the Support section of the new site. Each question and answer is preserved and indexed, which can help address future questions on the same topic.



“DNN’s solutions were instrumental in the transformation of our website and organization. The seamless integration of online communities with website content added social elements to our website in a way that is both intuitive and authentic. Our consulting team, and more importantly, our customers, love it. **”**



Laura Guzman
VP Marketing
Microdesk