

Using Rewards Programs to Drive Engagement

—
Shared by Kevin Barnes,
Blue Prism



Blue Prism

Blue Prism is the global leader in intelligent automation for the enterprise, transforming the way work is done. They help organizations accelerate operational efficiency and agility by making it easy for people to automate the processes that matter most. Blue Prism's intelligent digital workforce is smart, secure, scalable, and successful, freeing up humans to reimagine work.

Kevin Barnes

Kevin Barnes is one of several Community Managers at Blue Prism. He's worked in online communities for over five years, with a background in customer services and tech support. He joined Blue Prism in 2021 to leverage his experience and skills alongside the whole team to build a collaborative and engaging community experience.



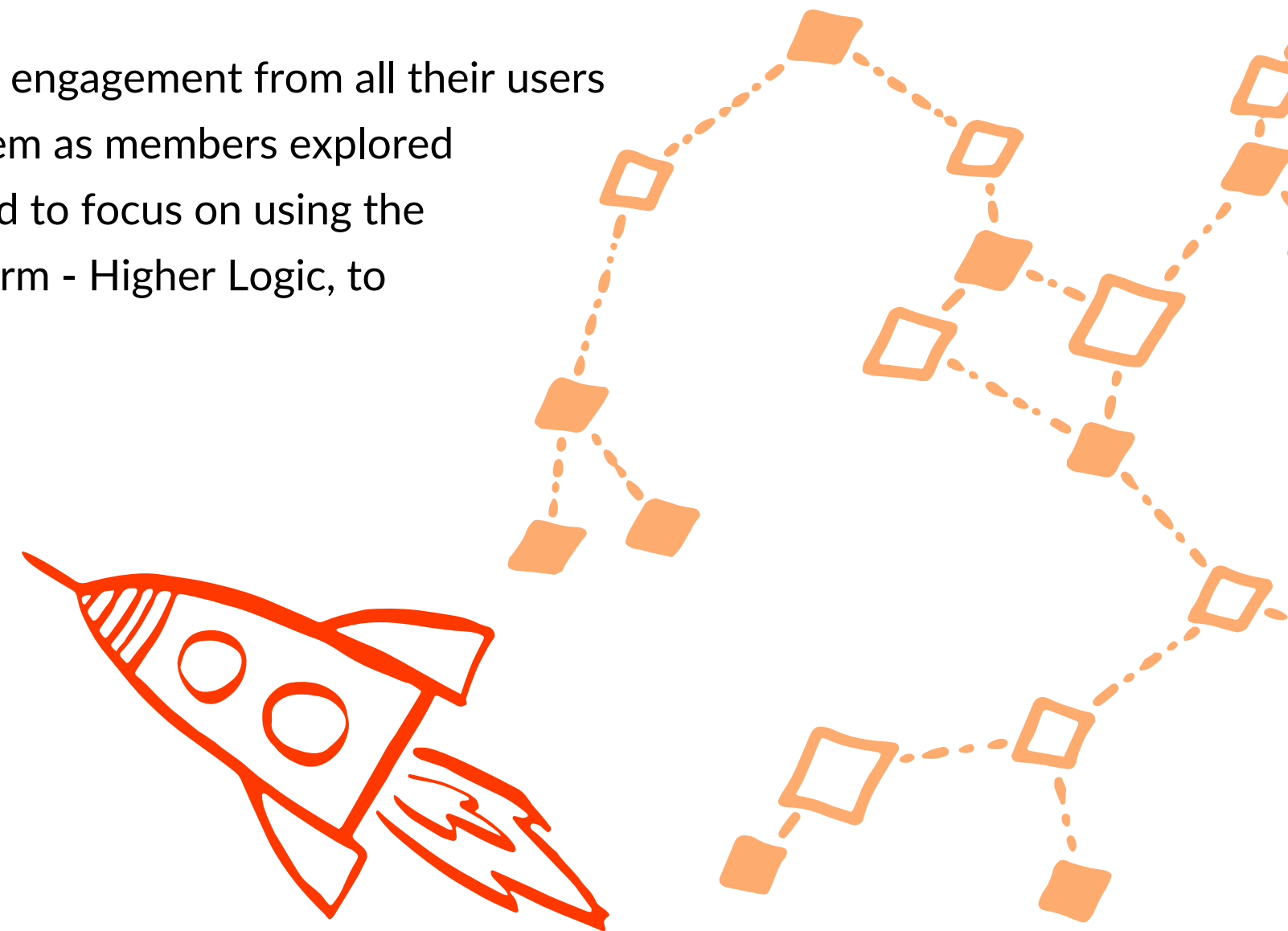


THE CHALLENGE



The Blue Prism Community is large — spread over several domains — and their users had the tendency to "stay close to home" without venturing to other areas of the Community.

Kevin and the Blue Prism Community Team wanted to encourage a higher level of engagement from all their users which would result in creating a more vibrant and interactive Community ecosystem as members explored previously under-trafficked areas of the community. The Community Team wanted to focus on using the existing reward and recognition tools built into their community technology platform - Higher Logic, to address this challenge.



THE GOALS

The overarching goal for the Blue Prism reward and recognition program was to encourage more targeted engagement from its **Community users, resulting in a more vibrant and interactive community overall.** Feeding into that goal they had five engagement metrics they were looking to achieve as a result of the gamification, coins, and power user programs they had in place.



Improve the percentage and quality of answered questions



Grow engagement within the power user segment



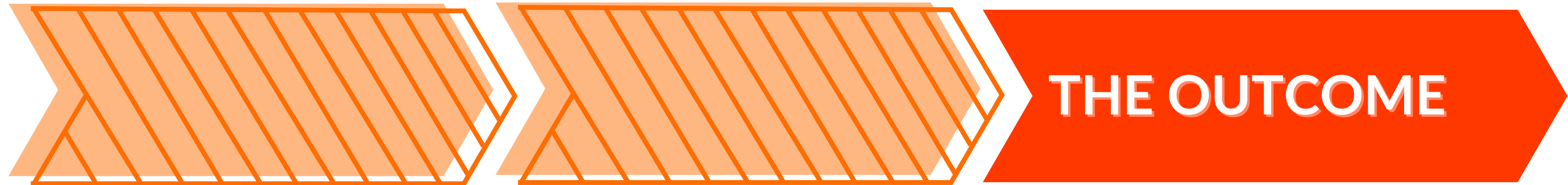
Grow engagement across all users



Boost user retention



Increase execution of key actions



THE OUTCOME

By integrating several smaller programs, Blue Prism created a robust and challenging online experience across all their online domains. The recognition and rewards system consists of three different elements, all creatively adapted using the native capabilities of the Higher Logic Community platform: Core gamification; community coins; and the MVP program.



Unanswered questions have gone from 17% unanswered to 2.5%



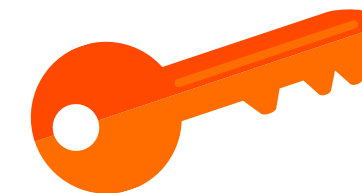
68% Increase in Best Answers over the past year



300,000 engagement points earned



120 day user retention rate doubled



14,000+ badges earned

TAKEAWAYS

Consider Ideal Behaviors



As you design your program, tie outcomes to the ideal behaviors you want to encourage in your community, like engagement points rewarded for things such as creating content, replying to a discussion, updating profiles, and connecting with users.



Think Beyond Points and Badges

Reward your members with things that really matter to them.

Extra-exclusive rewards like new product sessions & roadmap previews, and invitations to workshops and special testing areas for MVPS helped make Blue Prism's rewards connect more meaningfully with their superusers.



Use the Tools You Have (Differently)

Blue Prism's Community Coins program was created by repurposing Higher Logic's Volunteering Module.

This allows users to apply for coins based on actions completed on other Blue Prism domains, or actions completed on the Community that are not recognizable through Higher Logic's standard automation rules.