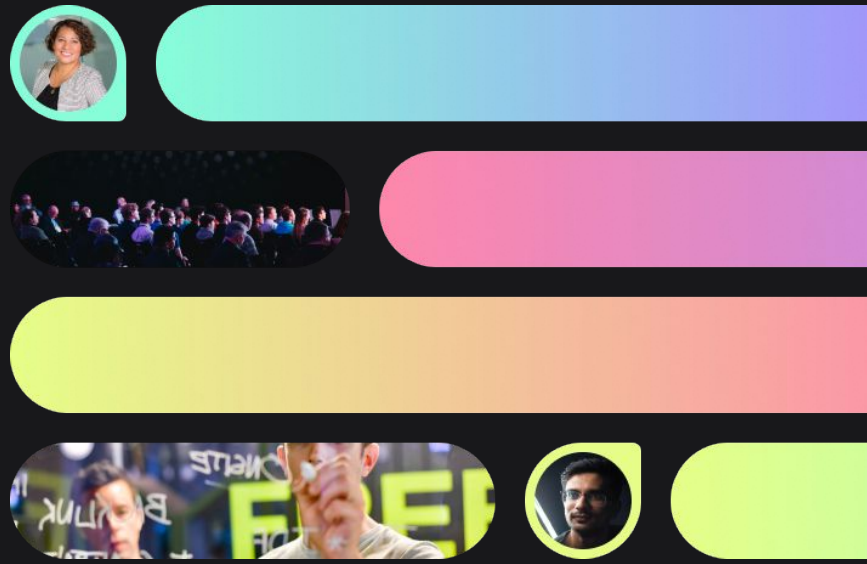
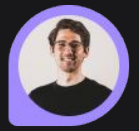
zapnito

What is customer knowledge sharing and why is it important?







What if the way we've been engaging our customers is all wrong?





Let’s be real

Customers switch off if they don’t get the right knowledge at the right time. So why do we make it so hard for them to access the knowledge they need to succeed — from your brand, experts, and each other?

Increasing market competition, preference for self-serve options, and generative AI are transforming customer demand for instant, trusted knowledge. Without easy access to relevant content, peers, and experts to learn from, customer lifetime value is at risk.

Click ‘Resources’ on a B2B company’s website, and on average, you’ll be presented with at least eight different rabbit holes to go down. The knowledge customers want is either hard to find or doesn’t exist. We are missing clear opportunities to recommend and co-create the knowledge they need. Today, customers expect personalized learning pathways, not a one-size-fits-all maze.

Ignoring this engagement issue puts 71% of existing customers at risk of churn (Gallup). Additionally, 95% of your potential customers will buy from the company that provides the right knowledge at the right time (Oracle).

But when content budgets are tight and support teams are stretched to their limits, it’s easy to stick with the status quo.

There is a solution. Customer knowledge sharing is all about creating a knowledge hub not just *for* your customers but *with* them.

Imagine a way to scale the quantity and quality of knowledge your business can provide. Imagine an engaging, personalized customer experience built to serve the right knowledge, experts, and collaborators based on their goals. A new competitive advantage can be found by streamlining how customers search, discover, and contribute knowledge.

Our mission at Zapnito is to make this a reality.



Charles Thiede
Zapnito CEO & Co-Founder

Connect with me

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Key problems and consequences of inaction

Problems

Knowledge supply vs demand

91% of customers would use a knowledge base if it were tailored to their needs (Social Media Today). Today, customers expect instant access to trusted knowledge. For most businesses, resources and budgets to meet this demand are decreasing. AI promises to scale content creation, but a ‘knowledge collapse’ is inevitable if expertise is no longer captured and shared.

Knowledge search & discovery

52% of customers wish businesses would make it easier to access information and ask questions (Oracle). This is because most businesses manage knowledge across fragmented channels. AI promises to solve how customers quickly access knowledge, but its impact is again dependent on the quality and quantity of knowledge it has to interpret.

Growing scarcity of customer insight

Despite the deprecation of third-party cookies, 75% of marketing and CX leaders still rely heavily on them (Adobe). To create more profitable relationships, businesses must improve how they capture and leverage first- and zero-party data to respond to customers’ changing goals, preferences, and intent over time.

Consequences of inaction

Higher customer churn

Higher support ticket volume

Lower customer lifetime value

What is customer knowledge sharing?

Customer knowledge sharing is the process of systematically exchanging insights between a business and its customers, and among customers themselves. This flow of knowledge places a critical emphasis on feedback, peer-to-peer collaboration, and contribution. In comparison, traditional methods rely solely on your brand producing content and then broadcasting it to a passive customer audience.

By connecting the right people and facilitating knowledge sharing within a customer community, the overall quantity and quality of support a business can provide is elevated. This dialogue with customers also provides insights through data and feedback, which are critical to maximizing customer lifetime value.

- ✓ Scalable supply of knowledge from trusted sources
- ✓ Streamlined search and discovery experience
- ✓ Abundance of first- and zero-party customer data



Impact of customer knowledge sharing

Customer Lifetime Value

Connecting customers to the right knowledge, experts, and collaborators at the right time can help increase the average revenue per customer as they get more value out of your products or services for longer.

Customer Retention Rate

Effective knowledge sharing enhances how you support customers in achieving their goals, building trust, increasing loyalty, and reducing churn.

Support Ticket Volume

Effective knowledge sharing empowers customers to find solutions independently and with the support of peers. This reduces the volume of support tickets, allowing support teams to focus on strategy or more complex issues.

Time to First Value

Knowledge sharing can help customers understand and realize the value your product or service can provide them, faster.

Net Promoter Score

Customers engaged through positive knowledge sharing experiences are more likely to promote your brand to others, driving new customer acquisition.

Content Production Costs

Encouraging customer contributions enriches your existing content, reducing dependency on internal content teams and lowering content production costs.

What does good customer knowledge sharing look like?

While the concept and outcomes of customer knowledge sharing may be easy to understand, existing workflows and technology can limit its impact.

Zapnito's Customer Knowledge Sharing Model™ provides a framework to empower your customers to achieve their personal goals with access to the right knowledge, experts, and collaborators at the right time.

Throughout their lifecycle, customers occupy different mindsets depending on their immediate priorities and level of engagement. To truly leverage your customer community and build a powerful knowledge base with them, it's important to meet the demands of each mindset.

Zapnito's Customer Knowledge Sharing Model™ covers 4 distinct mindsets which can develop across the customer lifecycle:

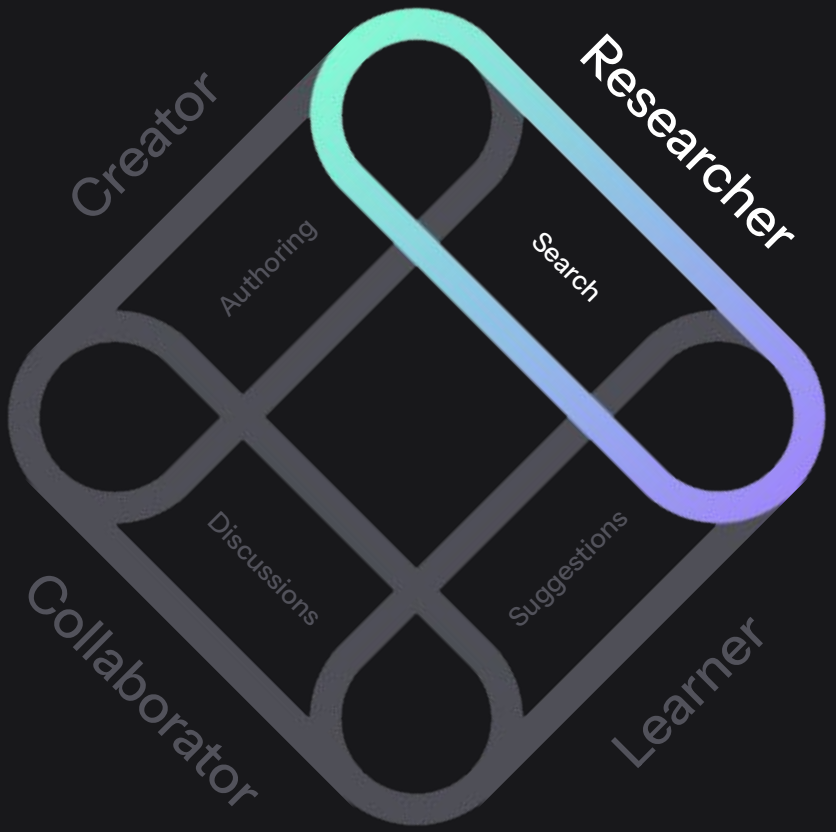
Mindset	Status	Solution
 Researcher	Looking for specific information or person	Search
 Learner	Open to knowledge and people that can support their goals	Suggestions
 Collaborator	Wants to help improve depth and quality of knowledge	Discussions
 Creator	Wants to contribute knowledge to support other people	Authoring

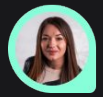
Traditional customer experience

Mindset	Action	Outcomes
Researcher	Browses resources	Knowledge found? No — × Left unsatisfied; Yes — ✓ Conclusion
	Tries chatbot	
Learner	Receives generic newsletter	Knowledge relevant? No — × Unsubscribes; Yes — ✓ Conclusion
Collaborator	Comments on social media	Knowledge enhanced? No — × Stops following; Yes — ✓ Conclusion
Creator	UGC shared independently	Knowledge adopted? No — × Value wasted; Yes — ✓ Conclusion

Successful customer knowledge sharing

Mindset	Action	Outcomes
Researcher	Searches knowledge hub	Knowledge found? No — ✓ Expert identified; Yes — ✓ Experience elevated
	Search	
Learner	Views personalized suggestions	Knowledge relevant? No — ✓ Preferences updated; Yes — ✓ Experience elevated
	Suggestions	
Collaborator	Builds connections and engages	Knowledge enhanced? No — ✓ Feedback shared; Yes — ✓ Experience elevated
	Discussions	
Creator	Shares directly into knowledge hub	Knowledge adopted? No — ✓ Feedback from peers; Yes — ✓ Collective customer experience elevated
	Authoring	





Researcher

Mindset: A new customer is looking for specific information to resolve an immediate challenge.

Challenge: No, slow or low relevance search results limit engagement. Around 70% of customers are in this mindset, seeking to resolve challenges with minimal effort and distraction.

Solution — Search: Allowing customers to search all existing knowledge (articles, video, documents) and community profiles means they can quickly identify existing, relevant knowledge or start a discussion with an expert who can help create that knowledge. This means challenges can be solved quickly where possible, and the demand for new knowledge is captured at the point it is needed.

Example: A customer experiencing a technical issue with a product can search to find a relevant troubleshooting guide or find a peer with a similar use case to start a discussion.





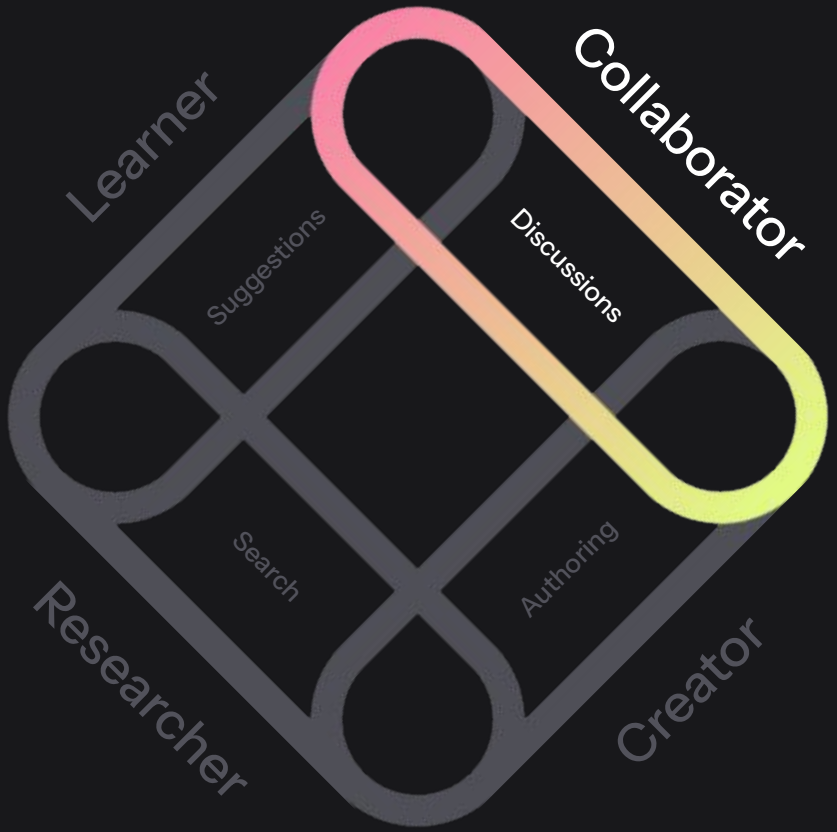
Learner

Mindset: A customer is open to learning more to support their goals.

Challenge: Individuals and groups of customers have unique objectives. About 15% of customers are in a curious mindset, offering a brief opportunity to engage them on an educational journey. Its critical to understand their interests and intent to provide accurate, personalized recommendations.

Solution — Suggestions: Organizing existing knowledge into courses or learning journeys helps customers discover valuable insights. Also, enabling customers to create a profile, providing essential zero-party data to inform which relevant events, courses, profiles, or content will keep them engaged.

Example: A potential customer wants to learn key skills to elevate their career. By providing personalized suggestions based on their unique goals, you can build brand trust while inferring their use case and intent to buy based on behaviors and interests.





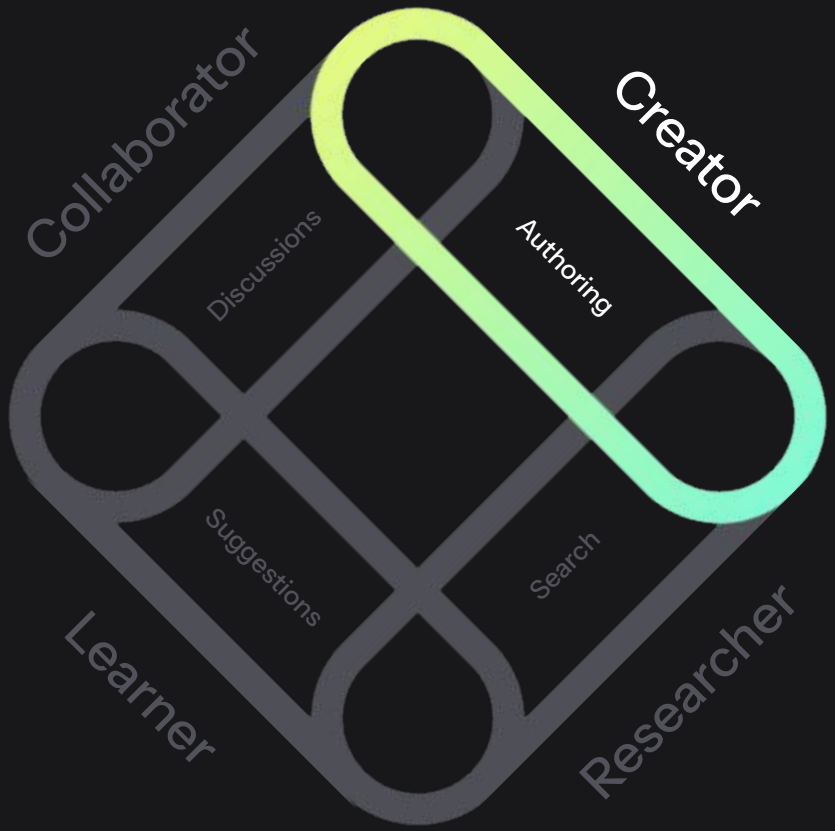
Collaborator

Mindset: A customer wants to help improve the depth and quality of shared knowledge.

Challenge: The overall quality and quantity of knowledge your business can offer is limited without customer participation. Around 10% of customers are in this supportive mindset, so it's important participation through likes, replies, and follows is as frictionless as possible.

Solution — Discussions: Facilitate deeper customer participation through peer-to-peer conversation and networking helps enrich knowledge and highlights what individuals and groups find most helpful and valuable. This feedback is critical for learning about customer needs and where knowledge gaps exist.

Example: As a new customer is being onboarded to use your product, they can ask questions directly of other customers, provide feedback on how useful they found resources, and follow topics of interest. This interaction helps customer support teams gauge how engaged individual customers are, allowing them to provide more proactive 1-on-1 support for less engaged customers.





Creator

Mindset: Wants to contribute knowledge to support other people.

Challenge: Customers are often the best experts to meet peers' knowledge needs. Around 5% of customers want to contribute in this way but need the right tools and incentives. Empowering these vital members of your customer community can be instrumental in increasing your business's value.

Solution — Authoring: Provide customers with simple tools for creating and sharing articles, videos, and documents directly with other customers. Offering access to exclusive content or exclusive groups are low-cost ways to incentivize user-generated content.

Example: A customer has been with your business for one year and wants to share what they have achieved with the rest of your customer community. Allowing them to create, edit, and publish their insights in one place removes all blockers from the process.

Timeline to transforming customer knowledge sharing

Phase 1

Centralize existing knowledge

Host your brand's current resources in one platform to make them easily searchable and discoverable.

Organize knowledge

Convert existing content into courses, categorize knowledge based on subject and add access controls.

Phase 2

Add community profiles

Invite your customer community to create a platform account, adding their interests and expertise.

Create groups and identify experts

Segment your customer community based on their profiles to control what they can access and share.

Phase 3

Start discussions and events

Create opportunities for your customer community to connect and exchange insights in your platform.

Encourage user-generated content

Identify and incentivise the right users to contribute new knowledge.

Phase 4

Track engagement

Learn what knowledge users and groups find most valuable to better support customers achieve their goals.

Capture direct feedback

Open private dialogues with the right users and groups to identify how your business can provide more value.

Impact of a customer knowledge sharing platform

Businesses across industries have partnered with Zapnito to maximize customer lifetime value. Empowering customers with access to the right knowledge, experts and collaborators can drive acquisition, adoption, retention and advocacy.

The Marketing Academy

336%

Increase in content views in 12 months

B2B MARKETING

50%

Increase in NPS scores

NPSx℠ BAIN & COMPANY

+21%

Increase in product adoption

SPRINGER NATURE

2,900

new posts shared per year

Example

The Marketing Academy

Background The Marketing Academy is a membership organization providing continuous learning to over 1,000 **top** marketing professionals.

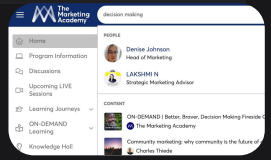
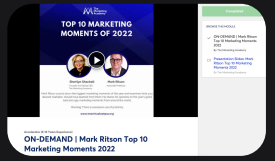
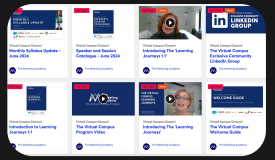
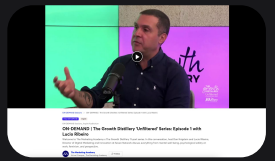
Goal Connect alumni, mentors, coaches, and partners of TMA to drive awareness and adoption of paid programs.

Implementation TMA launched the Virtual Campus, offering a knowledge hub and free, 12 month development program. The Leveraging Zapnito's features, they host leadership clinics, keynote sessions, personal development lessons, exclusive events, professional competency tutorials, a resource library, wellness workshops, and latest news updates.

> "The platforms look and feel is unique to us and we have been able to evolve it as our community has grown. Within weeks we had thousands of people enrolled just through word of mouth.

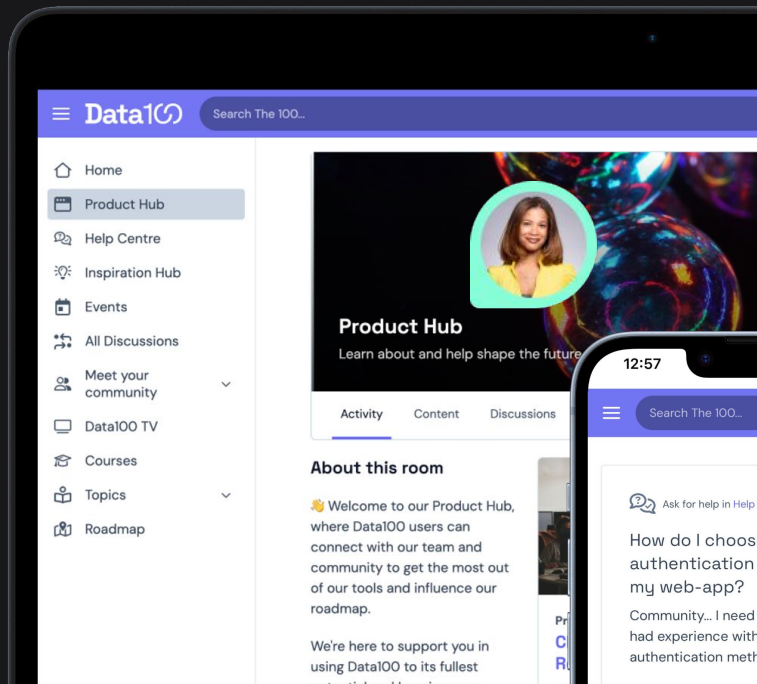


Sherilyn Shackell
Founder and CEO, The Marketing Academy

Mindset	Platform Solution	
Researcher	Centralized articles, video, podcasts and expert directories streamline access	
Learner	Learning journeys mapped to user experience level drive personalized discovery	
Collaborator	Cohort rooms, discussions and events drive user connection and participation	
Creator	Coaches & Mentors share content and host live events	

Zapnito is the only knowledge sharing platform built to empower customer communities

Book an intro

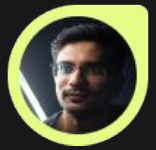


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