

Marketing Like a Web 2.0 Company

Presented by:
Amy Lewis
SVP, Lithium Technologies

February 28, 2008

Introduction:

- **Background**
- **Web 2.0 Marketing for SaaS companies**
- **Examples from our customers**
- **Ideas you can consider and apply**
- **Discussion**

Background:



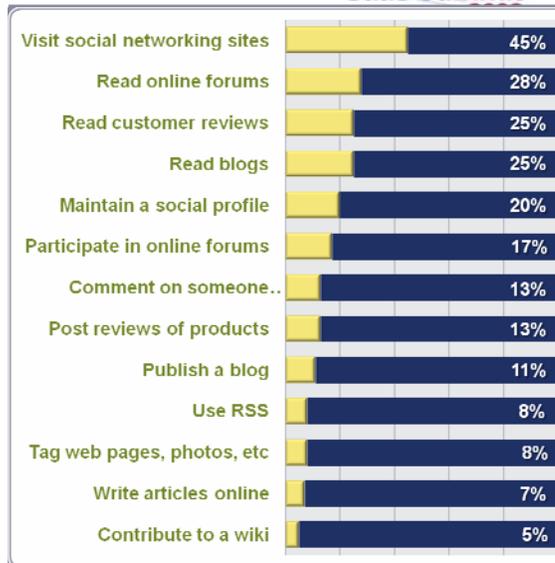
- We are a leading SaaS vendor for online communities
- Customers include: SONY, Dell, AT&T, Linksys, Symantec
- We currently serve ½ billion page views per month
- Bootstrapped and profitable, founded 2001
- Recent funding from Emergence and Shasta Ventures



The groundswell is happening:



- **73% of Americans online, more than half with broadband**
- **Over a billion connected internet users**
- **Over 112M blogs, over 120k blogs created every day**



Source: Forrester North American Social Technographics Online Survey, July 2007

What is Web 2.0's impact on marketing?



It's fundamentally about the rise of customer power:

- Consumers trust their peers more than institutions
- Consumers are buying what their peers say to buy
- Consumers are less susceptible to "marketing"
- Consumers are turning to their peers for support
- Consumers are sharing their experiences for all to see

...The consumers are in control!

Web 2.0 to Enterprise 2.0



- Enterprise 2.0 is about companies wanting to take part in the conversation
- Early case studies show great benefits to companies that can do it well
- Companies are in a land grab for the users' attention

...Companies don't know where to begin



Web 2.0 Marketing



Communities can provide powerful and real-time vehicles for:

- Enhancing customer care
- Enhancing brand loyalty
- Demand generation (WOM)
- Online focus groups and market testing
- Managing beta programs
- Managing enhancement requests

Web 2.0 Marketing



Examples:

- Enhancing customer care and brand loyalty
- Demand generation ("word of mouth")
- Feature requests, customer feedback

Customer Satisfaction...viewed 535 times



FUTURE SHOP'S GREAT SERVICE - [Get Topic / Feedback](#) - Future Shop Community Forums - Mozilla Firefox

http://www.futureshopforums.ca/futureshop/board/message/board.id=9?topic=feedback&thread.id=3711

FUTURE SHOP [REPLY](#) [STORE LOCATOR](#) [SERVICE SERVICE](#) [CLEARANCE OUTLET](#) [COMMUNITY FORUM](#)

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You are here: [Future Shop](#) / [Browse all boards](#) / [Get Topic / Feedback](#) / [Get Topic / Feedback](#) / **FUTURE SHOP'S GREAT SERVICE**

Connect. Share. Learn. Welcome to the Future Shop Community Forum.

Jump to Page: 1 2 1 [Next Page](#)

Reply **FUTURE SHOP'S GREAT SERVICE** [Options](#)

NOELAN [Emerging Expert](#)
Posts: 1263
Registered: 10-12-2007

Message 1 of 19
Viewed 535 times

12-04-2007 12:31 AM [Report Abuse to a Moderator](#)

I've received excellent customer service for the past 15 years at Future Shop. With Christmas coming, anyone out there that has received excellent service please share your stories with us. Its time for good will and a time to be grateful for what we have - Scrooge , sorry you are not invited.

Reply **Awesome customer service** [Options](#)

Smsashut [Recognized Power!](#)
Posts: 1140
Registered: 07-11-2007

Message 2 of 19
Viewed 512 times

12-04-2007 07:30 PM [Report Abuse to a Moderator](#)

When I bought my car's audio system, I got an amazing deal! To top it all off, I got a good price on the 4-year PSP. They assured me that if there were any problems, it would be taken care of. All my questions were answered and all my concerns were settled. I happy with my purchase. 😊
GO FUTURESHP GO!

Reply I bought a dvd player once and the salesman took only one... [Edited] [Options](#)

Customer Satisfaction...viewed 599 times



Kudos to Future Shop !! - [Home Theatre](#) - Future Shop Community Forums - Mozilla Firefox

http://www.futureshopforums.ca/futureshop/board/message/board.id=home theatre&message.id=8187

FUTURE SHOP [REPLY](#) [STORE LOCATOR](#) [SERVICE SERVICE](#) [CLEARANCE OUTLET](#) [COMMUNITY FORUM](#)

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You are here: [Future Shop](#) / [Browse all boards](#) / [Home Theatre](#) / [Home Theatre](#) / **Kudos to Future Shop !!**

STAR CHOICE
Canada's Best Television Experience

Jump to Page: 1

Reply **Kudos to Future Shop !!** [Options](#)

UlnraVhina1 [Contributor](#)
Posts: 14
Registered: 02-04-2008

Message 1 of 8
Viewed 599 times

02-14-2008 10:00 AM [Report Abuse to a Moderator](#)

As some of you may know, I logged onto the forums a few weeks ago or so, because I was told that the TV and Home Theatre system I had ordered on January 2 was going to be late. When we bought it, we were told 2 - 3 weeks. Three weeks later, we were told 2 - 3 weeks again. I opened a support case based on the advice of an admin here on the forums, and had corresponded with some helpful people in the support department at FS. I ended up getting the system last week Friday and had a great time setting it up on the week end. Last evening, I got a very nice call from someone (sorry, I forget the name) saying that they are sending me a new receipt, dated for the time I picked up the TV, so that my warranty period will start from the time I picked it up. They also said that they would be sending me a \$25.00 gift card for my troubles.

I just want to say thanks to FS, and that what could have turned out to be a bad experience has changed to a great one.

p.s. We are getting our HD cable box set up tomorrow.

Reply **Awesome to hear!** [Options](#)

JSH [Moderator](#)
Posts: 972
Registered: 06-27-2007

"Always going above and beyond!"

Customer Satisfaction



Happy in Plainfield, Indiana - About These Forums - U talk Peer-to-Peer Forums - Mozilla Firefox

http://talk.att.com/ultimate/messageboard?id=Community_Feedback&threadid=992

AT&T Uverse
U-talk

Where U-verse Members Come to Talk.

About These Forums

U-talk Peer-to-Peer Forums - Community Member Discussions - About These Forums - Happy in Plainfield, Indiana

Jump to Page: **1**

Reply **Happy in Plainfield, Indiana** **Options**

ac4dc
Newbie
Posts: 1
Registered: 01-22-2008

Message 1 of 2
Viewed 71 times
01-22-2008 12:08 PM

I just wanted to say and let others know how so very happy I am. I got Uverse package U200 with the Broadband installed yesterday. I'm very happy with the installation process, all the channels and extras I receive along with changing over from ATT DSL (which was fine for me) and Broadband for me is okay too. I feel that changing from the original only local cable company and being able to drop my landline I should be able to save almost \$45 a month. Adding to that all the above features offered in ATT Uverse package I chose. I am a basic person, don't have HD needs or faster internet service. I looked at these forums prior and most complaints were about Local on the S's and faster internet speeds I can see where that may be important to some but there are other weather local channels out there for now. So, I give it a big thumbs up for people to give this a shot and save money and get more for your money.

Reply **Re: Happy in Plainfield, Indiana** **Options**

sndZdemum

And another...



Thank you so so much for all your terrific help thus far !! - Microsoft Xbox and Xbox 360 - Future Shop Community Forums - Mozilla Firefox

http://www.futureshopforum.ca/futureshop/messageboard?id= xboxmessage_id=3023&query_id=11328493833

Reply **Thank you so so much for all your terrific help thus far !!** **Options**

gatormac88
Emerging Expert
Posts: 124
Registered: 11-09-2007

Message 1 of 3
Viewed 238 times
01-10-2008 02:06 PM

Hello everybody,
I just wanted to say a VERY sincere thank you to all of you who have helped me with my xbox 360 situation. This board is absolutely incredible as are those customers and FS employees who have really stepped up to the plate and done all they can to assist me.
I never thought buying an Xbox 360 could be so troubling but you have made it so much easier to deal with and I wanted to give Kudo's plus for being so helpful!!!!!!!!!!!!!!
I really hope the board manager does not kick me off the board for posting this because I would like to be able to come back when we finally get a working unit and update you, as well as perhaps try to help others who find themselves in the same boat I am in now.
Thanks again everybody !!
Amanda :-)

Reply **Hi Amanda, I don't see why we would kick you off the forum...** **Options**

Julez
Moderator
Posts: 414
Registered: 08-14-2007

Message 2 of 3
Viewed 229 times
01-10-2008 03:21 PM

Hi Amanda,
I don't see why we would kick you off the forum 😊 It's always good to hear satisfied customers report positive experiences, then we know we're doing something right! I certainly hope you'll come back to give us an update and keep us company. Hope you get that xbox soon!
Julez
Moderator
Montreal, Quebec

Reply **Hopefully the right console can pick you! I mean...you ca...** **Options**

DIDATZ
Recognized Expert
Posts: 730
Registered: 07-11-2007

Hopefully the right console can pick you! I mean...you can pick the right console! LOL
Good luck on getting one that FINALLY works!




Demand generation...WOM



The screenshot shows the Barnes & Noble website interface. At the top, there's a navigation bar with 'FAST & FREE DELIVERY' and 'See Details'. Below that, the main header includes 'BARNES & NOBLE www.bn.com' and 'Account | Sign In'. The central content area features a 'Talk About Books' section for the 'The Harry Potter Book Club'. It includes a 'Register - Sign In - Help' link, a 'Book Clubs Home' link, and a 'New Message | Board Options' dropdown. A table of discussions is visible, with columns for 'THREAD', 'REPLIES', 'VIEWS', 'AUTHOR', and 'LATEST POST'. The first thread is 'House Rules: Thoughts from Your Moderators and Editors' with 8 replies and 6377 views. Other threads include 'A Reading List: Harry and Beyond' and 'A Note from Your Moderator -- and Introduce Yourself'. An advertisement for 'Natalie Portman Scarlett Johansson Eric Barua' is visible on the right side.

Demand generation...WOM



The screenshot shows a forum post on the 'Future Shop Community Forums'. The post is titled 'Rank hath its privileges' and is by a user named 'Graham' (Trusted Expert). The post content discusses the MacBook Air, mentioning its brushed aluminum finish, multi-touch trackpad, and multi-touch keyboard. The user expresses their admiration for the device and mentions they are currently using it. The post includes a link to a 'PLATFORMERS PODCAST' and a note about the post count. The forum interface shows the post is message 22 of 51 and has been viewed 119 times. The date and time of the post are 02-19-2008 04:51 PM.

Demand generation

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WSBO Pink is out... Sony Ericsson - Wireless Forums from AT&T - Mozilla Firefox

http://forums.wireless.att.com/longboard/message?board.id=sonyericsson&thread.id=95435

at&t

EXPLORE SHOP SUPPORT my Wireless Account Log in | Sign up now

Answer Center | Support By Topics | Forums

Sony Ericsson

Sign In | Register

Community Options Jump to a Message Board Search Go Advanced | User Search

Wireless Forums from AT&T : Phone & Device Support : Sony Ericsson : WSBO Pink is out.

Reply Message Options Message Listing Previous Thread Next Thread

Jump to Page: 1

Reply WSBO Pink is out. Options

penquinfish
New User
Posts: 30
Registered: 09-25-2007

Just a heads up to all of those people I saw asking for the pink WSBO. It was in the Best Buy ad this morning =D

Message 1 of 2
Viewed 154 times

02-10-2008 12:12:12 PM

https://www.wireless.att.com/supportcontent.do

WOM (request)

OpSource SaaS Summit

need to make a decision - About These Forums - U-talk Peer-to-Peer Forums - Mozilla Firefox

http://utalk.att.com/utalk/board/message?board.id=Community_Feedback&thread.id=601

AT&T Uverse U-talk

Where U-verse Members Come to Talk.

About These Forums Go To...

Register | Sign In | Help

U-talk Peer-to-Peer Forums : Community Member Discussions : About These Forums : need to make a decision

search User Search Advanced

Reply Thread Options Message Listing Previous Thread Next Thread

Jump to Page: 1

Reply need to make a decision Options

swammii
Visitor
Posts: 3
Registered: 01-07-2008

Message 1 of 10
Viewed 372 times

01-07-2008 08:57 AM

Re: need to make a decision Options

randol

Transferring data from uspd.usk.edu...

WOM OpSource
SaaS Summit 2008

at&t.com | Wireless Home | Personal | Business Center | About Us | My Account

Find a Store | Coverage Viewer | Español | Cart | Search

EXPLORE | SHOP | SUPPORT myWireless Account | Log in | Sign up now

Answer Center | Support By Topics | Forums

AT&T/Cingular (HTC)

mod.moose : My Profile | Dashboard | Sign Out | Switch User Feedback | Guidelines | Help | 1572 Messages

Community Options | Jump to a Message Board | Search

Wireless Forums from AT&T : Phone & Device Support : AT&T/Cingular (HTC) : Re: Are you happy with your Tilt purchase? honest opinions please

Re: Are you happy with your Tilt purchase? honest opinions please

sillysister74
New User
Posts: 32
Registered: 11-03-2007

You would only be able to pry my tilt from my cold dead hands. I love it!!! It is so versatile and much better than the predecessors. Which I had both the other phones. As far as fragile several times my phone has bounced on concrete with only a few scratches. Use common sense with it as extreme weather and pressure will damage any cell. Also keep in mind with all the great features it has, it is a phone first then pda, gps camera and MP3 and the more programs you run the more apt it is to bog down. A quick soft reset will usually resolve 90% of all issues. Red light error is easy fix. If a program or tweak screws everything up, just do a hard reset and start over.

My Device: I got the Tilt
Wireless Number:
2099155797
IP: 170.35.224.65
Message 01 of 27
Viewed 1011 times

02-13-2008 02:50:39 PM

SUBJECT	AUTHOR	DATE/TIME
• Are you happy with your Tilt purchase? honest opinions please	misobored	02-13-2008 03:29:38 PM
• Re: Are you happy with your Tilt purchase? honest opinions please	Ponani	02-17-2008 11:18:18 AM

WOM OpSource
SaaS Summit 2008

at&t.com | Wireless Home | Personal | Business Center | About Us | My Account

Find a Store | Coverage Viewer | Español | Cart | Search

EXPLORE | SHOP | SUPPORT myWireless Account | Log in | Sign up now

Answer Center | Support By Topics | Forums

AT&T/Cingular (HTC)

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Community Options | Jump to a Message Board | Search [Advanced](#) | [User Search](#)

Wireless Forums from AT&T : Phone & Device Support : AT&T/Cingular (HTC) : **New Tilt and LOVE it...**

Reply | Message Options | Message Listing | Previous Thread | Next Thread

Jump to Page: 1

Zaphoid
New User
Posts: 4
Registered: 01-06-2008

I am not totally hip on all new PDA Phones or other services, but I must say that my new Tilt is HOT. It does all that I could hope for and more. I have friends with Blackberry's, both Pearl and Curves, and they hate the OS. I also have friends with Palms, while they like the OS, they love the ease of my Tilt. Great job to AT&T and HTC

Message 1 of 3
Viewed 290 times

01-07-2008 07:52:37 PM

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WOM

Re: My 8125 - I love it! - ATR:TCingular (811C) - Wireless Forums from AT&T - Mozilla Firefox

http://forums.wireless.att.com/cingularboard/messageboard.id=cingularmessage.id=37234

Jump to Page: 1 2 | Next Page

kingdarr
New User
Posts: 24
Registered: 03-31-2007

My Device: Cingular 8125
Message 1 of 12
Viewed 943 times

04-06-2007 03:21:16 PM

When I started looking for a PDA/Phone combination two weeks ago, I started reading a lot of forums on the subject. I noticed a lot of hype about the phones and people saying how much they loved it. I was thinking, "bleep**", it's just a phone, what's all the hype. Now that I have mine and have started playing with it, I know what the hype is about. I love this thing and can't stop playing with it. I just checked out the voice command reviews and I'm going to buy it...it's sound great.

I wish I was brave enough to mess with some of the ROM's I've heard about, but after reading about people destroying their devices, I'll just stick with what I got.

(moderator note: Please do not go around the word filter. Thank you.)

Message Edited by mod.moose on 04-06-2007 08:23:33 PM

Re: My 8125 - I love it! [Edited]

intrictecrvfk
Veteran
Posts: 149
Registered: 02-15-2007

My Device: Cingular 8525
Message 2 of 12
Viewed 871 times

yeah i feel ya man! My wife thinks i pay more attention to my phone than to her!!! I have done everything i can possible to R!!! This is what i've got on mine right now.

- Morphgear (w/nes, snes, gameboy, and saga packs.)
- Sirius WMS
- Wisibar Advance (for iphone skin) (paid for that one)
- Bluetooth Audio routing
- RTT file
- Palm Messaging App
- SPB Diary
- HAND TV
- SPB Backup
- Clear Temp
- Risco Explorer w/ Registry Plugin
- Google Maps

All this and no big running problems!
Last time I had to do a hard reset was after using danielhermo's today plugin for gsm/wcdma switching and then uninstalling it. I just used the registry hack to show the band tab now, it's much more reliable. ENJOY!!!!

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SaaS Summit 2008

Customer support success

how - a big rave for some deserving folks here on BAW. - Rants and Raves - Buzz About Wireless - Mozilla Firefox

http://forums.buzzaboutwireless.com/baw/board/messageboard.id=offtopicrantsandraves&thread.id=5172

Sprint.com | Shop Sprint | Manage Your Account | Contact Us | About Us | Legal

Sprint Together with NEXTEL

Buzz About Wireless

Community Home

- Home
- About the Community
- Discussion Forums
- News Blogs
- Hardware
- Software and Network
- Accessories
- Help and Tips
- Ratings & Reviews
- Other RSS Feeds
- Chat with Customer Care

Rants and Raves

Register | Sign In | Help

Buzz About Wireless Forum : General : Rants and Raves : a big rave for some deserving folks here on BAW.

Reply | Thread Options | Message Listing | Previous Thread | Next Thread

Jump to Page: 1

Reply a big rave for some deserving folks here on BAW.

	NSIRRA Trusted Contributor 02-09-2008 08:00 PM	Posts: 661 Registered: 03-03-2007	Message 1 of 4 Viewed 71 times
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Hey all, just want to give a big rave for some folks here on BAW/ for giving me some really cool help on my recent upgrade to a Powersource handset. First, Mkt, a big thanks for helping to get a lot of my questions answered before i even stepped inside of a Sprint store, you're just so great! quassied, a big thanks to you too for all your help too, while it might not seem like much, every time bit of info i get here is one less thing i gotta bug the cs folks about, and they have enough to worry about already without someone asking stupid questions about an upgrade. halcyoncmdr, you to deserve a big thanks for helping me to make this upgrade work, as i said above, every answer i got from you and the rest of the folks here was one less thing i had to bug the cs folks with. So, a BIG THANK to all who helped me with this. YOU ALL ROCK!!! NSIRRA

Reply Re: a big rave for some deserving folks here on BAW.

	halcyoncmdr Sprint Employee 02-09-2008 10:58 PM	Posts: 95 Registered: 12-06-2007	Message 2 of 4 Viewed 59 times
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"insert warm fuzzy feelings here" :-)

Customer satisfaction



Browser window: <http://forums.logitech.com/logitech/board/message?board.id=bluetooth&message.id=1435&query.id=90871&P1435>

Getting Started Latest Headlines

Search Web Upgrade to the latest Yahoo! Toolbar

Al last it perfectly works !!!!!!!

Elzair
Logi Browser
Posts: 11
Registered: 07-29-2006

Message 1 of 5
Viewed 809 times

11-08-2006 10:16 AM

Re: Al last it perfectly works !!!!!!!

After exchanging my mu 5000 desktop for another, I was still having issues with repeating characters and other minor bugs listed here. I just installed the set point beta a few minutes ago... hopefully this is the fix.

12-13-2006 02:15 PM

Re: Al last it perfectly works !!!!!!!

Honestly I have to say that only when I put the BT Dongle just under one of my LCD monitors the lag disappeared but even with SetPoint 2.5 my MX1000 BT mouse loses the signal once a while, so I have to turn it off and back on again to fix the problem. Now, on Windows Vista Ultimate RTM, we're alone again because no support software has been released yet.

Which beta setpoint are you talking about anyway?

Customer satisfaction



Browser window: <http://forums.buzzaboutwireless.com/baw/board/message?board.id=OFFTOP&language&thread.id=1172>

Sprint.com Shop Sprint Manage Your Account Contact Us About Us Logout

Together with NEXTEL

Buzz About Wireless

Community Home

Rants and Raves

Register Sign In Help

Buzz About Wireless Forum: General: Rants and Raves: a big rave for some deserving folks here on BAW!

Reply Thread Options

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Reply a big rave for some deserving folks here on BAW!

MSMRA
Trusted Contributor
02-09-2006 08:00 PM

Posts: 861
Registered: 03-03-2007

Message 1 of 4
Viewed 71 times

Hey all, just want to give a big rave for some folks here on BAW for giving me some really cool help on my recent upgrade to a Powersource handset. First, IMT, a big thanks for helping to get a lot of my questions answered before I even stepped inside of a Sprint store. you're just so great! Quasdel, a big thanks to you too for all your help too, while it might not seem like much, every little bit of help counts here. I gotta bug the cs folks about, and they have enough to worry about already without someone asking stupid questions about an upgrade. halconomidr, you deserve a big thanks for helping me to make this upgrade work. as I said above, every answer I get from you and the rest of the folks here was one less thing I had to bug the cs folks with. So, a BIG THANKS to all who helped me with this. YOU ALL ROCK!!! MSMRA

Reply Re: a big rave for some deserving folks here on BAW!

halconomidr
Sprint Employee
02-09-2006 10:52 PM

Posts: 95
Registered: 12-09-2007

Message 2 of 4
Viewed 55 times

"insert warm fuzzy feelings here" :)

Kevin Johnson
Retail Communications Consultant
Sprint Corporate Retail Store

Request for product feedback



What is the biggest challenge hindering you from growing your business? Growing Your Business Online Merchant Network Mozilla Firefox

http://www.onlinemerchantnetwork.com/forum/board/message/board.id=growingyourbusiness/thread.id=13

Getting Started Latest Headlines

Libtux - Customers What is the biggest challenge hin...

Online Merchant Network

Where PayPal merchants and experts share advice and get answers.

Home Resources Forums SEARCH Forums GO

Log In
Username:
(No email address)
Password:
 Remember Me

Online Merchant Network > Forums > Growing Your Business > What is the biggest challenge hindering you from growing your business?

Jump to Page: 1 2 | [Next Page](#)

What is the biggest challenge hindering you from growing your business? Options

Hi there,

We asked the question in the subject line to the 200 folks who signed up for the small business expert webinar.

Here are the top 6 challenges faced by these merchants

- > Time/Time management
- > Chargebacks/Fraud/Protection/secure payments
- > Advertising/Marketing
- > Employees (finding good ones/training)
- > Vendor/supply/sourcing (consistency, product quality/product range, pricing)
- > Capital/loans

Do you agree?

Kirstin

Message 1 of 15
Viewed 2592 times

PayPal_Kirstin
Administrator
Registered: 07-28-2006

Done

Request for product feedback



Your thoughts on...The Library: Rhapsody Real Support Community Mozilla Firefox

http://real.libtux.com/real/board/message/board.id=realalib/rhapsody/message.id=27692#427692

Getting Started Latest Headlines

Rank Math... Chat Live... CES 2008... Rude to... Real Supp... Re: Turbo... Re: Rhaps... Feature... Your L...

Business Products

My Account

Jinsal
Real Staff
Posts: 514
Registered: 11-09-2005

Message 1 of 15
Viewed 732 times

02-04-2008 09:29 AM

Reply

Re: Your thoughts on...The Library [Edited] Options

Hi Jinsal, thanks for reaching out.

I agree with your thinking/direction. I use the library quite a bit, but I get frustrated by not being able to easily filter by what's on the PC versus what I've purchased versus what I've downloaded, which it sounds like you'll be addressing. Also, I really like the idea of an easier way to see what you have along with what exists in the Rhapsody catalog--this is a huge one.

I would like a library that is fast from a GUI perspective. Right now, if you have the left navigation tree open, there is always a few seconds delay until you can type something on the search box. Also, I would like the ability to do an "advanced" search, where you could more easily filter by file type, or date added, or composer, for example.

Regarding playlists, I would like to easily be able to see which playlists a particular track is in, and my request of always: please let us save/export the local playlists easily, so that we can paste them on CD covers, email them, print them, etc.

Thank you for all the feedback so far on the "What's important to you in Rhapsody" post.

Here's something else I'd like to get your feedback on: The library.

Here's what I'm thinking these days:
The current "My Library" approach is not very good. It is confusing to figure out what's "local" (i.e. a file on your PC whether an MP3, purchased track, or "subscription track") and what's "account-wide" (i.e. something you clicked "add to library" for). As Rhapsody continues to expand the reach of the account into places like home devices and wi-fi devices, the confusion gets worse.

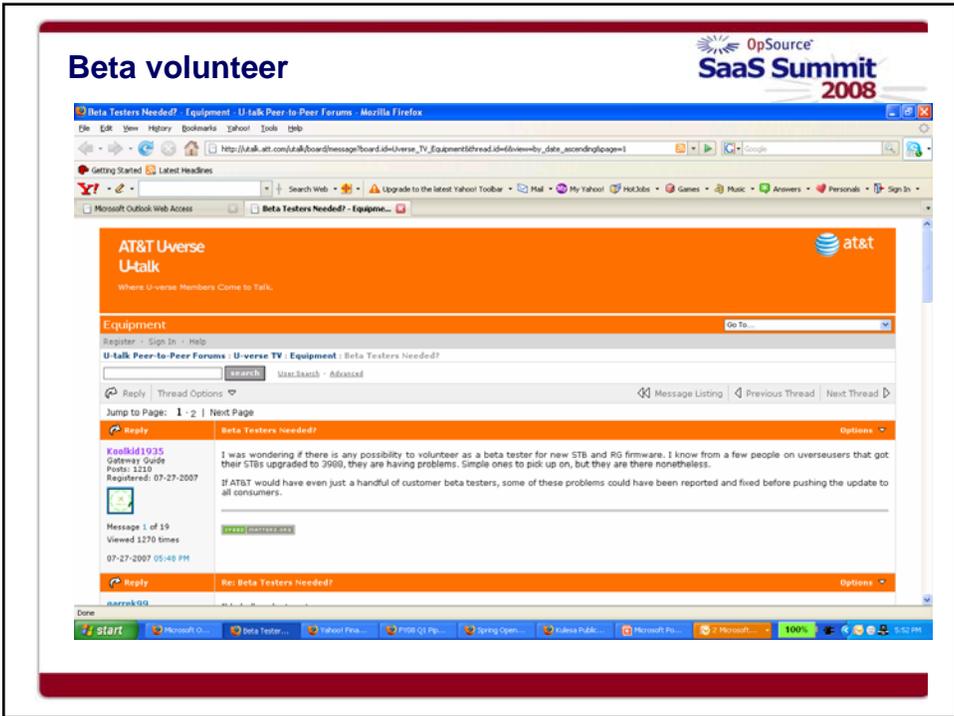
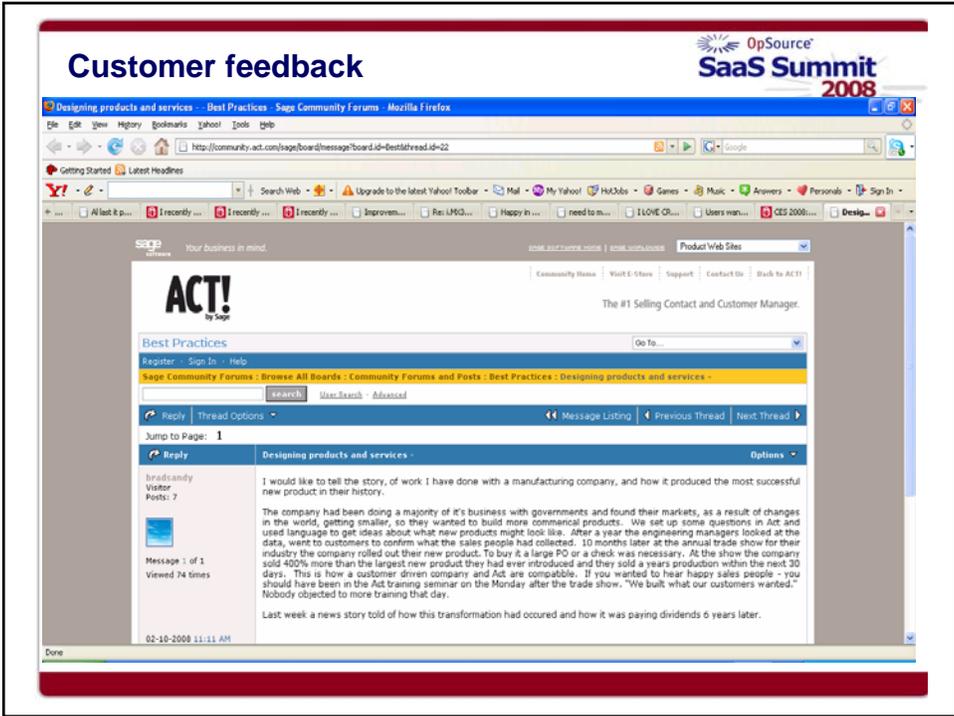
Also the library is "dead" - it doesn't show what's available, it shows what you added. So if you're a big Neil Young fan and we added a new album by Neil Young, your library doesn't indicate any of that. Or if we had to take down a Neil Young album, it doesn't really do a good job of showing that either, especially if it was replaced with a newer/different version.

I've been thinking about this for a while, and here's the direction I'm leaning...

- break libraries apart so there's a "Rhapsody Library" and "what's on this PC" (not final names)
- still have option to view "all" mashed together (as view of "what's on this PC")
- Rhapsody Library would probably be more similar to Rhapsody pages (which are being redesigned)
- what's on this PC would be a better/enhanced version of what's available today
- Playlists would either be local or Rhapsody, and appear only in one or the other location

So what do you think? Also, how do you use the library? Or do you not use it at all?

Done



Feature requests

The screenshot shows a Mozilla Firefox browser window displaying a forum post on the ACT! by Sage website. The browser's address bar shows the URL: <http://community.act.com/sage/board/message/board.id=ACT!thread.id=1592>. The forum post is titled "Request for a new feature" and is posted by user "bsilver177". The post content reads: "It would be nice if the tabs would change color if there is information under a tab (Notes, Secondary Contact, Company, Documents, etc.). For instance, there is no way of knowing if there are 'Notes' unless you open the tab. At present I have constructed a work-around by using 'yes/no' fields." The forum interface includes navigation links like "Reply", "Thread Options", and "Message Listing".

Early customer feedback

The screenshot shows a Mozilla Firefox browser window displaying a forum post on the Logitech Forums website. The browser's address bar shows the URL: http://forums.logitech.com/logitech/board/message/board.id=general_remotesthread.id=9205. The forum post is titled "Early Thoughts on the Harmony One and the Upgrade Process (my review after using it)" and is posted by user "WannabeActuary". The post content reads: "Well, your Logitech Harmony Guru was able to get his hands on a Harmony One a bit early. This way, I'm a step ahead of you in experiencing some things and can be able to comment on them. Hopefully, given this head start, I'll be able to help with any and all Harmony One problems, although I don't foresee any major issues like what was seen with the 1000." The forum interface includes navigation links like "Reply", "Thread Options", and "Message Listing".

Feature requests

Logitech G15? Keyboard - General Discussion - Logitech Forums - Mozilla Firefox

http://forums.logitech.com/logitech/board/message?board.id=general&thread.id=9043

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Keyboard - General Discussion

Logitech Forums : Keyboards/Desktops : Keyboard - General Discussion : Ergonomic G15?

Reply Thread Options Message Listing Previous Thread Next Thread

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Reply	Ergonomic G15?	Options
<p>lolwat Logi Browser Posts: 8 Registered: 11-29-2007</p> <p></p> <p>Message 1 of 2 Viewed 122 times</p> <p>01-29-2008 02:37 PM</p>	<p>Throughout my PC gaming experience, I have noticed that a remarkable number of gamers, particularly those who play MMORPGs or FPS for extended amounts of time, use ergonomic keyboards. Although I do not play MMORPGs, it seems that the Logitech G15's macros have been specifically tailored to these types of games. Unfortunately, the keyboard is not very comfortable for extended amounts of play, especially for those with RSI or Carpal Tunnel.</p> <p>PC gamers have to make a hard choice when deciding what keyboard to use. Some may choose to sacrifice comfort and use a hard, plastic gaming keyboard for features like backlit keys, macros, an LCD screen, or just the awesome factor. Others will concentrate on ergonomics and use a keyboard like the Logitech Wave or Microsoft Natural series. Unfortunately, there is no keyboard that combines the comfort of a high-end office keyboard with the functionality of a gaming keyboard.</p> <p>Although making an ergonomic version of the older blue G15 would be quite a task, I believe that the smaller new G15 could be converted to an ergonomic version without creating a very large footprint. At the very least, perhaps WAVE style keys could be used on it?</p>	<p>Options</p>
<p>Mal Support Specialist Posts: 4736 Registered: 05-23-2006</p> <p></p>	<p>Hi lolwat</p> <p>Glad to see your feedback and suggestions on Logitech devices in our forum. Your feedback is appreciated and it is only through customer's feedback that we can improve, meet and exceed our customer's expectations on our support services and products.</p>	<p>Options</p>

Link to blogs

CES 2008: Photo - Photo - Future Shop Community Forums - Mozilla Firefox

http://futureshopforums.com/futureshop/board/message?board.id=photo&message.id=1563&query.id=10322&H1563

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Beta Test... All last & p... Recently... Recently... Improvem... Ret: LFG... Happy B... need to m... I LOVE CR... Users want... CES 20... Options

Laura
Administrator
Posts: 126
Registered: 11-19-2007

Message 1 of 1
Viewed 340 times

01-07-2008 01:46 PM

Future Shop is covering the 2008 Consumer Electronics Show and bringing you videos, blogs, product reviews and more on the latest in Photo Technology.

- Blog - [Casio's EX-S10 Impresses with Quality, Interface](#) - 1:05 PM, January 7, 2008
- Blog - [Kodak Fixes My Ugly Mug \(Automatically\)](#) - 5:07 PM, January 7, 2008
- Blog - [FLIR Cameras No Longer Exclusive to Law Enforcement and Industry](#) - 8:34 AM, January 8, 2008
- Blog - [Motorola Z10: Not Ready for Prime Time](#) - 10:47 AM, January 8, 2008
- Blog - [Strong Words for Canon's Vista HD Cameras](#) - 4:44 PM, January 9, 2008
- Product Review - [Canon Vista HF10 Camcorder](#) - January 10, 2008

Message Edited by Laura on 01-21-2008 02:46 PM

Laura
Social Community Specialist
futureshop.ca

[Report Abuse to a Moderator](#)

Jump to Page: 1

Message Listing Previous Thread Next Thread

Make yourself at home at the Future Shop Community. Read the Forum guidelines. [Click here](#)

Users Online

Photo

Communications

iPod & MP3

Car audio & GPS

Appliances

Gaming

Mobile

Music

How to achieve community success?



Some things to think about are:

- Overall objectives
- Planning timeframes
- Strategies to engage and retain users
- Ways to establish “super-user” reputation and ranking
- Keep it positive: behavior moderation
- Beyond the community: ways to add blogs, wiki interaction, etc

Community self-moderation



The screenshot shows a forum post on the AT&T website. The post is titled "Getting Results From Customer Service - General Care" and is edited by a user named "Manda86". The post content includes a paragraph of text and three numbered points:

I've noticed there were a lot of posts considering the competency and attitudes of the at&t's customer service representatives, having been a csr myself, just wanted to toss a few suggestions out there. I believe I've remained objective, I, too, have been a less than satisfied customer calling in to ask for help. And trust me when I say I've had accounts that have been royally messed up.

- 1. You are talking to another person, not a machine.**
It sounds like common courtesy, but regardless of your frustrations, keep in mind that you are speaking to another human being, that has emotions and feelings just like you do. It is not necessary to make insults, or berate the person you're speaking with about how the company they work for runs things. Whoever you're speaking with has no control over policies and procedures, they're just trying to do their job. Besides, would you want to help someone that started out screaming at you? You catch more flies with honey than vinegar, and often, I would find myself going out of my way to help someone that was courteous and polite despite obviously being upset with the situation.
- 2. Give them an opportunity to help you.**
Don't automatically demand to speak with a manager. Most of the calls that I escalated as a csr were situations that I could've easily fixed myself had the person read #1, and given me the chance. Yes, sometimes you have to be transferred to another department- the reason why? Everyone can't specialize in everything. My particular training was in billing, while other departments specialized in technical support, so on and so forth. With the amount of information that the representative has to retain just about his/her own job function, that changes on a weekly basis, there's no way they could do everything.
- 3. Present your case.**
Being whiny/irate is nothing new. If you think you've invented that technique and you're going to shock/intimidate the rep into giving you what you want, think again. They talk to people just like you on a daily basis. Your best chance is to be different. Be very concise, and get your facts together before you call in. Look over your bill- it's not as hard to understand as you might think, and the changes that at&t has made over the last few years to the format has made it in my opinion, user friendly, you can probably

Web 2.0 Marketing: In Summary Key advantages for SaaS vendors



- Our applications can be our strongest marketing vehicle
- We can integrate with other vendors – our customers are not trapped behind the firewall
- Our time-to-market is greatly reduced over on premise software so that feature requests can be met quickly
- We have a unique 1:1 relationship with our customers that can be strengthened and amplified by Web 2.0 social networking such as online communities

Thank you!



- Q&A