Experts Eco

Lightning Bolt Solution

Case Study

Custom branded Communities for the Aviation industry

Powered by "Lightning Bolt"

Industry	Aviation
Tech Stack	Lightning Bolt	Experience Cloud	Components

80+

Lightning Components

24

Custom Objects

Overview

ExpertsEco offers custom branded community built on Salesforce.com cloud computing technologies

Business Problem/Requirements

ExpertsEco address the challenges of communications and collaboration between owners of long-life products (such as autos or aircraft) subject/service experts, and manufacturers. It provides a common social platform for businesses to directly promote their products and services to product owners. Instead of only product documents, unique digital twins records of each product are kept, modifications are tracked, and performance is analysed individually and in aggregate. Created is an IoT starting point designed to add connected data streams and increased product digital value. Our customers (community owners) can also benefit from monetisation methods, opening the possibility of new sharing economy business models.

Product Features

Leading Technologies Built In

ExpertsEco combines the most valuable technologies available. Pre-built tools organised around the specific Equipment/Asset allow your resources to focus on advancing your specific requirements.

Web Community – Organized for IoT and presented in full custom branded graphics.

Communication Tools – Member Groups, Personalized Feed, Idea Exchange, Project Collaboration Groups, Member Invites, and Calendars.

Social Sync Option- Promote and share content, and two-way synchronise posts with Facebook, Twitter, and LinkedIn.

Mobile - Full feature access anywhere, anytime. Branded listing on Apple and Google Store.

Q&A Knowledge Base - Be the trusted source for subject expertise. Templated knowledge base, authored by and accredited to verified experts.

Internet of Things (IoT) - One-Owned record is the "digital twin" equivalent of the owner's actual equipment/assets.

Easily keep track of specifications, utilisation, and operating environment conditions of the "digital twin" coupled with service requirement schedules and cost trends/forecasts.

One-Owned Digital Twins

A new world of connected devices is rapidly emerging, opening exciting possibilities for new business models and the more efficient use of products and services.

In many industries, digital twins are not only selling points demanded by customers but also starting to become more valuable as a differentiator than actual product features.

Businesses having this understanding and vision for their products will soon advance past competitors in scales of magnitude. They know entry into IoT is required along with the flexibility to advance and change with new emerging technologies.

ExpertsEco's focus on customer engagement and technology built for IoT ecosystems sets the stage for rapid market entry and continual IoT growth. This frees your resources to focus on designing the "digital twins" of your network and increasing digital value. Our services help you through the process.

Private Conversations And Managed Social Feeds, Rolled Into One

Your app gives you visibility into your entire IoT ecosystem. ExpertsEco connects members and puts you directly in touch with your customers and partners in a branded community and on mobile devices.

With ExpertsEco, you own the newsfeeds. See what your customers are saying and trending topics currently being discussed.

This level of access gives you immediate insights into what truly matters to them and your partners. And since ExpertsEco apps are person-to-person, customer service becomes a matter of sending a post, text, or product knowledge base reference.

The organised, shared knowledge of customers and experts creates better and faster solutions.

Collaborate With Experts And Customers in a Snap

1. Name your first group, and you just organised your IoT ecosystem's first Group, Q&A, Knowledge Articles, Member Invite, and Idea pages.
2. Users access only the groups in which they are a member.
3. With a click, the Personal Feed is set up to view only posts of People and Groups of interest to the member.
4. Q&A has started, and the filter can be simply defined.
5. Ideas can be created and voted up or down.
6. When ready, mass Group invites can be sent, launching your (name)ExpertsEco IoT Ecosystem.
7. What happens when you need an even smaller set of people working together to resolve a problem, sales project, or service work order?

Look to ExpertsEco temporary project and collaboration groups. Experts can easily create these, including member invites with full group functionality.

You Are The Gatekeeper.

Your network is private and only accessed through an invitation to a group.

ExpertsEco makes this effortless through a member management area that allows you to send mass invites and accept or deny new members to your ExpertsEco network.   It's a layer of protection to ensure your experience is filled with genuine experts, equipment/asset owners and potential new customers.

Optionally the invite approval process can be set to auto-approve.

Q&A Knowledge Base

One of your business's most valuable assets is the knowledge of your experts. Q&A promotes your company, and your experts are recognised with each authored answer and accredited article. Customers can access self-serve product information and know who has the best answers.

ExpertsEco Library

Make it easy for your experts. Reference documents can be stored and shared with version controls, all organised and accredited to the authoring expert, so members know who has the knowledge and is advancing the science.

Public Calendar

We live in a connected world. If you own, operate, manufacture or service high-value products/assets, chances are you have customers and partners scattered across the country, if not the globe.

The Public Calendar helps to promote your business by informing your entire network of upcoming events. Are you attending a trade show or customer event, providing training, or giving a webinar? Tell your audiences about it in advance without a vast advertising investment or complexity.

Key Highlights

- **Lightning Bolt Solution** - Napili template was customised to create a community with features that meet Aviation business needs. So to distribute it to other companies, we are exporting it as a lightning bolt solution so that we don't have to create a new community from scratch rather we can reuse it to build as many communities as you need.
- **Screen/Dashboard customisation** - Allowing users to control/modify the full theme/background/colour within the community itself!
- Fully Custom branding in Lightning Community using the Napili template
- On-the-fly branding changes.
- Impressive UI.
- Knowledgebase - We developed a customised knowledge base because Salesforce doesn't support portal users to authorise the articles.

Discovery Questions

Q: Does your business operate within a network of multiple manufacturers, service providers, and product owners of long-life products?

A: If yes, have you considered the benefits of better collaboration within your network?

Q: Do your customers see value in your digital engagements? How accurate is the information consumed by your customers, including social?

A: Organize all customer/partner media discussions and provide expert knowledge.

Q: Have you explored the advantages of IoT to achieve business goals and increase the "digital product value" for your customers? Are your competitors doing IoT?

A: You can take a giant leap forward today.

Q: Interested in an IoT system that grows with your business and tech advancements?

A: Start with ExpertsEco and our partner's regular tech improvements. Then focus on defining the digital value points enabled through our IoT digital twins.

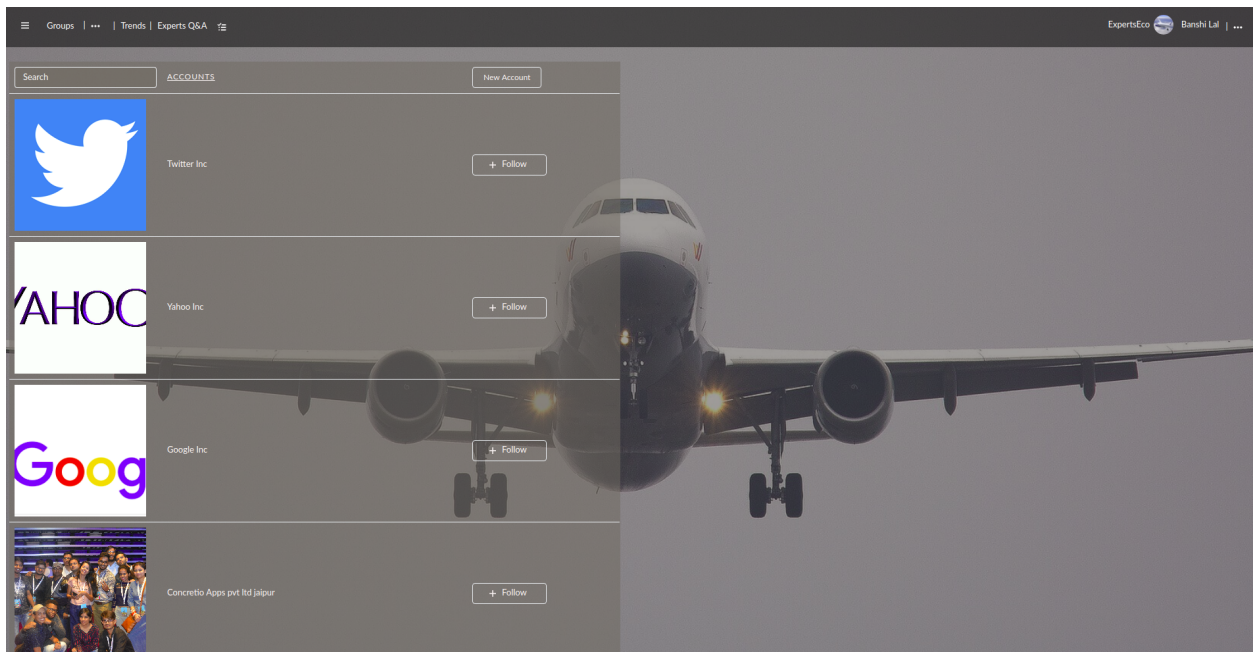**Q: Have you thought about the possibilities of new shared-economy business models?**

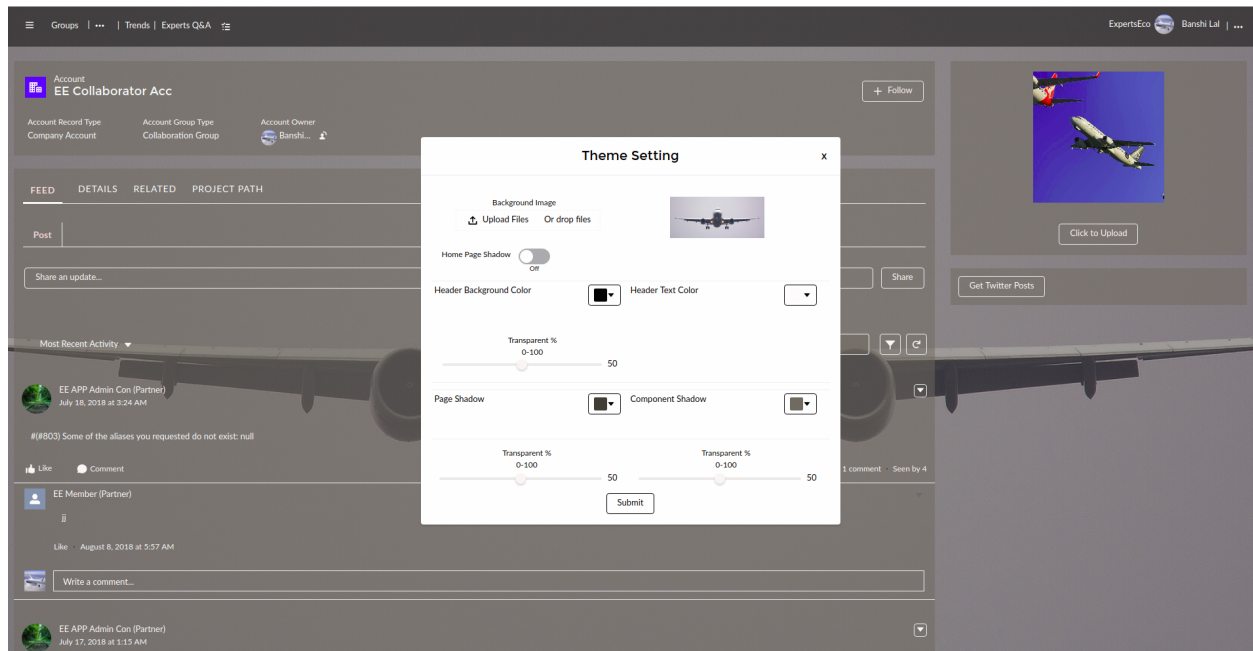A: ExpertsEco modules enable these to be a reality.

Technologies

- **Lightning Community** - The Community Builder is like the Lightning App Builder, except that it's used to design and build communities using Lightning components. Just like the Lightning App Builder, you can use standard or custom components so administrators can create community pages with point-and-click customisation.
- **Lightning Components** - Lightning components give you a client-server framework that accelerates development and app performance and is ideal for use with the Salesforce mobile app and Salesforce Lightning Experience.

Screenshots

Quite appealing one, with correct sample data

Demo Videos

Video 1

Scenario Description:

Video Link: http://recordit.co/7X26bYaVSj