

# How To Use Bloomfire for Customer Insights

Imagine a tool that manages and shares your customer insights. That's Bloomfire.

Bloomfire is designed to make it easy for employees to find the information they need to do their jobs, and no content is more important in today's corporate environment than content that helps the company understand the customer—market research and insights.

Here's how Bloomfire can positively impact how insights are surfaced for employees within companies.

## **Establish a single source of truth for customer insights.**

Instead of distributing insights and data to every individual who needs it, Bloomfire allows you to put that content in one place where all your stakeholders can easily find it.

## **Make insights and data searchable.**

What good is the rich customer data and information you produce if it's not immediately accessible to those who need it to do their jobs? Bloomfire's powerful search ensures the research you do can be found easily and will actually be used.

## **Track and analyze engagement.**

You know how frustrating it is to spend hours researching and producing a beautiful report that will never be seen by anyone other than the line manager who commissioned it. With Bloomfire Analytics, you can track who has viewed each piece of content, and who liked, commented, and asked or answered a question about it.

## **Centralize research from all vendors.**

With Bloomfire's suite of secondary research integrations, you can make secondary research from vendors searchable within your Bloomfire community. Browse all research in Bloomfire and click through to the source when you're ready to dive deeper.

## **Eliminate wasteful redundancy.**

Has your company ever paid for research that has already been conducted, simply because the study was difficult to find? With Bloomfire, you'll never repeat research; if it exists, you'll find it. Our search is that simple and powerful.

## **Bloomfire At A Glance**

- Find content with a simple search
- Post and share content
- Get analytics around content engagement and effectiveness
- Cloud-based requiring few IT resources
- Flexible pricing model for companies of all sizes
- White-label and SSO options
- Secondary research integration

# Make Your Insights a Competitive Advantage



## Bloomfire Features:

- **Communities.** Communities are the broadest organizational category and can be used to organize content, users, or in any way that suits your organization.
  - **Groups.** Groups are a subset of communities and can be used for organizational teams like customer support and product, or to organize cross-functional teams working on a project.
  - **Categories.** Think of categories as a table of contents for your community. Categories provide a way to organize the content in your community into distinct topics and subtopics, to facilitate browsing and content discovery.
  - **Tags.** Tags are “keywords” that describe what your content is about at a very granular level. Content authors and community members can add tags to content to describe it in their own words. Tagging content in Bloomfire helps employees locate the information they’re seeking.
  - **Indexing.** Every single word, in every single piece of content, is immediately indexed so that regardless of format, nothing is lost or forgotten; everything is searchable. Remembering where content was stored weeks, months, or even years ago is no longer an issue.
  - **Video transcription.** Bloomfire automatically transcribes videos, making every word said in the video searchable. Additionally, when you search for a word, it is marked in the video. This eliminates the need to watch the entire video searching for the relevant section.
  - **Mobile app.** Bloomfire’s mobile app ensures immediate access to the research you produce from anywhere, anytime. The app also allows you to easily exchange content with partners.
- If Bloomfire sounds right for your customer insights team, schedule a free demo today.

Bloomfire is the leader in knowledge engagement, delivering an experience that connects teams and individuals with the information they need to do their jobs. Our cloud-based knowledge engagement platform gives people one centralized, searchable place to engage with shared knowledge and grow their organization’s collective intelligence. For more information or to schedule a demo, visit [www.bloomfire.com](http://www.bloomfire.com).