



# Enterprise Implementation Services



 Ask AI



## Tools & Resources



ChurnZero



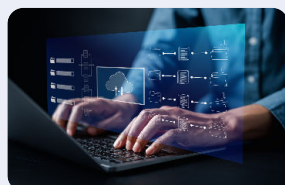
Salesforce



Sybill



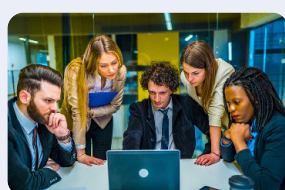
Baton



Not All AI Answers  
Are Equal



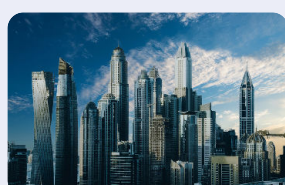
**John Storm**  
General Manager



Fuel Your Digital Transform  
with Trusted AI



**Camila Gomez**  
Chief of Publication



Find any answers under 3  
clicks with AI



**Mona Schmidt**  
Customer Support Specialist



## Intelligent Search

### Categories

Customer Success  
Sales  
Marketing  
Internal  
Service Delivery  
Security Policies

### Contribution Types

Post  
Question  
Board  
Series



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While Bloomfire is easy to configure and use, successful adoption depends on establishing a solid foundation. That’s why our Implementation Services combine platform setup with structured change management, content preparation, and long-term adoption planning. We structure this as a four-phase framework designed to help your community launch successfully, ensuring milestones are clear from kickoff to go-live.

Your dedicated Implementation Manager is equipped with the knowledge management best practices and product expertise to guide you through each step, enabling your community to align with business goals and achieve lasting impact.





## Plan

Define goals, roles, and success measures to build the foundation for your Bloomfire Community.



## Configure

Customize Bloomfire's structure, branding, and integrations to reflect your organization's needs.



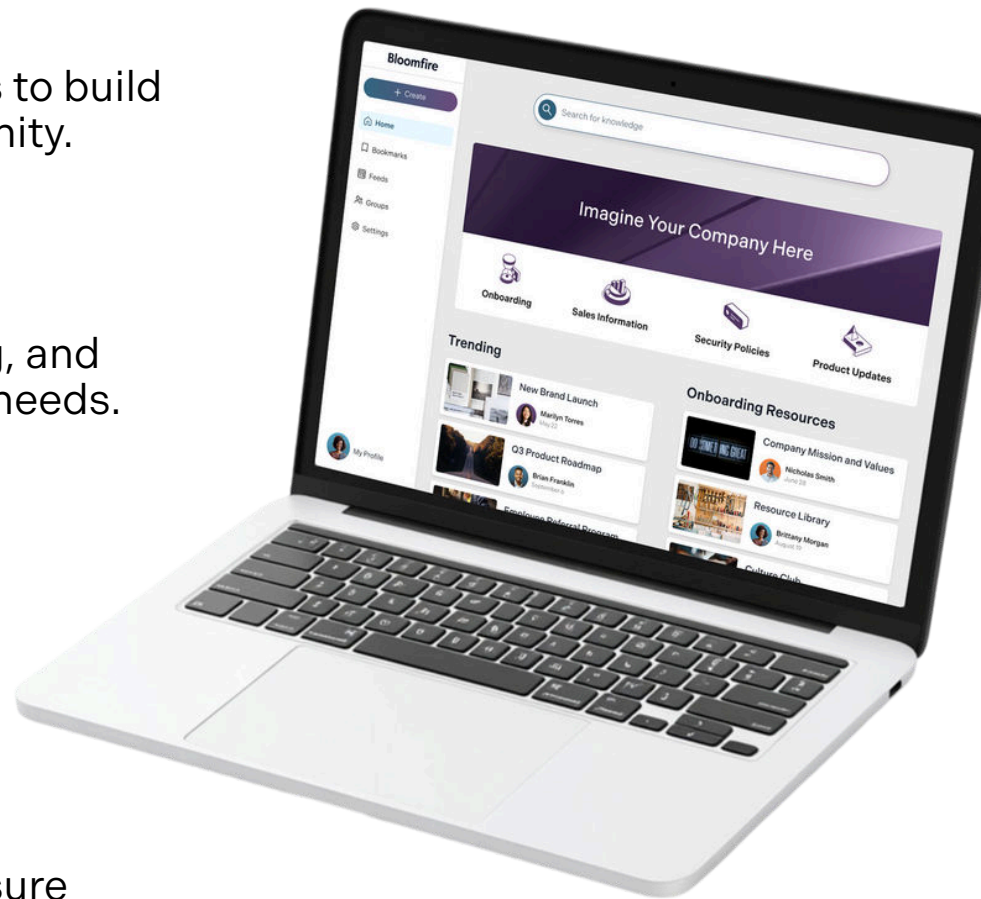
## Prepare

Populate the community with relevant content and gather early user feedback.



## Launch

Deploy the community to all users and ensure long-term adoption through training and support.



## Need More Support?

Bloomfire Implementation Services include everything required to configure, populate, and launch your Community. For organizations with more complex needs, optional **Premium Add-Ons** are available for advanced migration, design, training, integrations, and change management. *(Details can be found later in this guide.)*

## The Bloomfire Community

The [Bloomfire Community](#) offers tips, tutorials, FAQs, and examples of how other organizations are using Bloomfire to succeed. Throughout this guide, you'll find references to Community resources that will help you stay on track. Special sections for Admins and Owners highlight best practices, step-by-step instructions, and checkpoints that are especially valuable during implementation.

## Ensure Adoption Through Change Management

A successful launch requires more than setup—it depends on adoption. The most effective Communities are woven into daily workflows and demonstrate immediate value to users. To help you drive adoption, we provide best practices and examples from other customers, including strategies such as contests, steering committee engagement, and Executive Sponsor communications. You'll also find case studies showcasing how leading organizations like [Jackson Hewitt](#), [Giltner Logistics](#), and [Parts Town](#) built momentum and sustained engagement.

## Creating a Successful Launch

Bloomfire will work with you to coordinate a launch plan tailored to your organization, whether that means Executive Sponsor videos, training sessions, or engagement activities that generate excitement. With clear communication, user-friendly training, and leadership support, your Bloomfire launch will set the stage for lasting success.







# Plan

## Objective

Establish a clear foundation for your community that aligns with organizational goals.

## Key Activities

- **Kickoff & alignment:** Bring Bloomfire and your team together to confirm goals, success measures, and the scope of your Community.
- **Admin enablement:** Train your core team on platform fundamentals, governance tools, and analytics to make informed design decisions.
- **Identify and engage key players:** A successful Community depends on clear ownership and champions:
  - **Community Manager(s):** Lead day-to-day management, engagement initiatives, and reporting.
  - **Project Manager(s):** Drive implementation tasks and timelines across teams.
  - **SMEs and collaborators:** Contribute knowledge and content; may include IT, beta testers, and authors.
  - **Stakeholders:** Cross-functional group that advises on structure, content, and adoption strategy.
  - **Executive Sponsor:** Senior leader who champions the Community at the organizational level.

## Structure & governance

Draft categories, groups, permissions, and contribution guidelines.

## Content readiness

Identify priority sources, define metadata mapping (categories/tags), and agree on what “launch-ready” content looks like.

## Executive briefing

Validate early decisions with your Executive Sponsor and align leadership on launch success measures.

## Outcomes

- A documented **implementation roadmap** with milestones and success criteria
- Clearly **assigned roles** for managers, project leads, SMEs, and sponsors
- A **draft governance model** and Community structure
- An agreed definition of what **“success at launch”** looks like





# Plan

## Why this phase matters

Planning lays the groundwork for adoption. Communities without clear roles, content readiness, or executive support often struggle to gain traction. By investing in structure and alignment now, your team avoids rework later and creates confidence for launch.

## Common challenges addressed in this phase

- **Unclear ownership:** Assigning a Community Manager before kickoff avoids post-launch gaps.
- **Too much structure:** Over-engineered categories can confuse users—keep it simple to start.
- **Leadership misalignment:** An active Executive Sponsor helps drive organizational buy-in and resources.

## Bloomfire's role

Your Implementation Manager facilitates kickoff, delivers admin training, and shares best practices for governance, metadata mapping, and internal communications.

## Your role

Your project team confirms goals, names key roles, identifies content sources, and reviews governance and structure with leadership.

### Pro Tip:

*Secure your Executive Sponsor early—they set the tone for adoption and amplify engagement across teams.*





# Configure

## Objective

Customize Bloomfire to reflect your organization's brand, structure, and workflows while ensuring the technical foundation is in place.

## Activities in this phase

- **Bring Community structure setup:** Configure categories, groups, and permissions as defined in the planning stage.
- **Branding & appearance:** Apply your logo, color palette, and homepage layout to create a familiar and engaging experience.
- **Technical setup**
  - **Single Sign-On (SSO):** Work with IT to enable secure access for users.
  - **Vanity URL:** Establish a branded, memorable web address.
  - **SMTP configuration:** Set up email notifications from your domain.
  - **Bloomfire integrations:** Optionally configure the Slack or Microsoft Teams app for notifications and content discoverability.
- **Knowledge Connector setup** — Enable one connector (e.g., SharePoint or Google Drive) for unified search across repositories.
- **Navigation & appearance** — Configure boards, feeds, and links for intuitive browsing.
- **Validation session** — Review setup with stakeholders to confirm that Community design and technical access align with expectations.

## Outcomes

- A **secure, branded environment** aligned with your identity and workflows
- A **functional Community structure** ready for content and user onboarding
- Confirmed **technical readiness** for authentication, notifications, and integrations





# Configure

## Why this phase matters

Configuration ensures your Community is not just functional but also intuitive, branded, and secure. A strong technical setup allows users to access Bloomfire without friction, while thoughtful structure and design make knowledge easy to find and engaging to use.

## Common challenges addressed in this phase

- **Access issues:** Early SSO setup ensures smooth login at launch.
- **Over-customization:** Too many categories, permissions, or visual elements can confuse users; simplicity is more effective.
- **Integration gaps:** Connecting Bloomfire with daily-use tools (Teams, Slack, repositories) increases adoption by reducing context switching.

## Bloomfire's role

Your Implementation Manager configures structure, branding, and integrations, provides technical documentation, and works with your IT team to validate access and security.

## Your role

Your IT and project leads collaborate on SSO, URL, and notification setup, provide brand assets, and confirm that Community appearance and navigation align with organizational standards.

### Pro Tip:

*Start with a simple structure. You can always expand categories and groups post-launch as analytics and user feedback guide you.*





# Prepare

## Objective

Populate your Community with meaningful content, test the experience with early users, and refine before full rollout.

## Activities in this phase

- **Content upload & organization:** Add initial knowledge to the Community, with up to 3,000 files included in Standard Implementation (Word, PDF, Excel, PowerPoint, and other common formats).
- **Metadata mapping:** Apply categories and tags to make content searchable and easy to navigate.
- **Starter contributions:** Create FAQs, how-tos, and example posts that model quality for future contributors.
- **Limited migration support:** Assistance with preparing and importing approved file formats. (For larger or more complex migrations, see Premium Add-Ons.)
- **Soft launch with pilot users:** Invite a small group to test the structure, permissions, and search functionality.
- **Pre-launch survey:** Gather user expectations and early impressions.
- **Refinement cycle:** Adjust based on pilot feedback to ensure usability and adoption readiness.

## Outcomes

- A **content-ready Community** that feels populated and useful before launch
- Validated **navigation and permissions** tested by real users
- Early **feedback and refinements** that reduce risk at go-live







# Prepare

## Why this phase matters

A Community without meaningful content at launch risks low adoption. Preparing and validating in advance ensures users immediately find value and trust Bloomfire as their go-to resource. This phase bridges technical setup with user confidence.

## Common challenges addressed in this phase

- **Empty launch risk:** A Community seeded only with structure won't drive adoption; starter content solves this.
- **Low feedback loops:** Soft launches highlight issues early, reducing last-minute surprises.
- **Migration complexity:** Planning content scope and file formats avoids delays and missed expectations.

## Bloomfire's role

Your Implementation Manager supports content upload, metadata mapping, and pilot testing. Bloomfire provides guidance on content standards, surveys, and best practices for curating FAQs and how-to resources.

## Your role

Your team identifies and prepares priority content, participates in the soft launch, and ensures SMEs and pilot users provide actionable feedback.

### Pro Tip:

*Add FAQs and quick-win content before launch—users who find answers right away are far more likely to return.*





# Launch

## Objective

Roll out the Community to all users, enable champions, and establish the foundation for long-term adoption.

## Activities in this phase

- **Train-the-trainer enablement:** Equip internal champions and learning leads to onboard end users.
- **Executive alignment session:** Final briefing with your sponsor to confirm goals, messages, and launch readiness.
- **Go-live event:** Provision all users, send welcome communications, and host activities that create excitement.
- **Instructional content:** Provide featured posts or videos (e.g., “How to Create a Post” or “How to Search”) so users feel confident from day one.
- **Post-launch survey:** Capture early feedback within 30–90 days to track adoption and satisfaction.
- **Transition to Customer Success:** Formal handoff to Bloomfire’s long-term partner team for continued guidance and support.

## Outcomes

- A **content-ready Community** that feels populated and useful before launch
- Validated **navigation and permissions** tested by real users
- Early **feedback and refinements** that reduce risk at go-live





# Launch

## Why this phase matters

Launch day is more than flipping the switch—it's the moment users decide whether Bloomfire will become part of their daily workflow. Structured training, visible executive sponsorship, and a clear communication plan create momentum that carries into long-term success.

## Common challenges addressed in this phase

- **Low initial adoption:** Training champions and creating launch content ensures users know how to engage immediately.
- **Lack of executive visibility:** Sponsor communications reinforce the Community's strategic importance.
- **One-time excitement:** Partnering with Customer Success ensures adoption is nurtured beyond the first week.

## Bloomfire's role

Your Implementation Manager supports content upload, metadata mapping, and pilot testing. Bloomfire provides guidance on content standards, surveys, and best practices for curating FAQs and how-to resources.

## Your role

Your team identifies and prepares priority content, participates in the soft launch, and ensures SMEs and pilot users provide actionable feedback.

### Pro Tip:

*Encourage subject matter experts to redirect questions into Bloomfire—every answered question adds lasting value to the knowledge base.*





# After Launch

## Objective

Ensure long-term adoption, measure success, and continuously improve your Bloomfire Community.

## Why this stage matters

Implementation doesn't end at go-live. Sustained adoption requires ongoing engagement, leadership visibility, and a plan for continuous improvement. Bloomfire partners with you after launch to ensure your Community grows in value over time.

## Ongoing activities

- **Adoption check-ins:** Regular reviews of engagement metrics to track progress against goals.
- **Quarterly Business Reviews (QBRs):** Deeper assessments of adoption, impact, and opportunities for optimization.
- **Best practices sharing:** Insights from Bloomfire's broader customer community to help you replicate proven strategies.
- **Continuous improvement:** Recommendations for refining structure, content quality, and workflows as your Community evolves.
- **Storytelling:** Share your successes both internally and externally.

## Bloomfire's role

Your Customer Success Manager partners with you to interpret analytics, benchmark performance, and provide guidance on maximizing value. Bloomfire will help you find ways to share your successes with others.

## Your role

Your team continues to curate content, encourage knowledge sharing, and ensure executive sponsors and champions remain visible in driving adoption.

### Pro Tip:

*Communities that thrive long-term keep evolving—refresh content regularly, highlight new contributors, and celebrate adoption wins.*



# Premium Add-Ons

**Extend your implementation with tailored services that meet your unique needs.**

While Bloomfire’s Standard Implementation covers everything required for a successful launch, many organizations choose to expand their scope with Premium Add-Ons. These services are designed to accelerate adoption, simplify complex migrations, and create an experience that feels uniquely yours.



## Custom Content Migration:

Advanced migration of >3,000 files, legacy formats (HTML, JSON, XML), and tailored metadata mapping.



## Change Management Services:

Stakeholder demos, executive briefings, and a custom launch “sizzle” video to accelerate adoption.



## Community Design Services:

Custom thumbnails, board headers, and logo variations to align the platform with your brand.



## Custom Training Materials:

Guided decks, video tutorials, and role-based training assets for scaled onboarding.



## Additional Knowledge Connectors:

Configure extra knowledge connectors beyond the included one for SharePoint, Google Drive, Box, or other repositories.



## Integrations & Plug-Ins:

Support for Salesforce, Zendesk, or other application integrations to keep knowledge in the flow of work.

Premium Add-Ons vary based on organizational requirements. Your Implementation Manager will help you evaluate which options, if any, align with your goals.

### Pro Tip:

*Most customers start with the Standard Implementation and add only the services that simplify complexity or accelerate adoption.*

# Glossary

## Implementation Manager

Your dedicated Bloomfire project manager who oversees planning, configuration, and deployment. Serves as the main point of contact during implementation.

## Customer Success Manager (CSM)

Your long-term partner after launch, ensuring adoption, sharing best practices, and driving ongoing value.

## Community Manager

The individual responsible for ongoing content curation, engagement initiatives, and reporting within your Bloomfire Community.

## Executive Sponsor

A senior leader in your organization who champions the Community initiative, communicates its strategic importance, and drives organizational adoption.

## Project Manager

The person coordinating timelines, tasks, and stakeholders during implementation. Often serves as the single point of contact with Bloomfire.

## Stakeholders

A cross-functional group of decision-makers and advisors who provide feedback on Community structure, content, and adoption plans.

## Subject Matter Experts (SMEs)

Contributors who bring critical expertise and content to the Community and model participation for others.

## Soft Launch

A limited rollout of your Community to a pilot group or beta testers, designed to gather feedback and refine the user experience before full launch.

## Knowledge Connector

A sync that connects Bloomfire to external repositories (e.g., SharePoint, Google Drive, Box) for unified search and content discoverability.

## Train-the-Trainer

An enablement approach where Bloomfire trains your leaders so they can onboard and support their teams.

## Governance

The framework of policies, roles, and guidelines that defines how your Community is managed, including content moderation and user permissions.

## Metadata

Tags, categories, and attributes applied to content to improve searchability and navigation.

## Single Sign-On (SSO)

A secure authentication method that allows users to access Bloomfire with their existing organizational login credentials.

## Quarterly Business Review (QBR)

A scheduled review with Bloomfire's Customer Success team to assess adoption metrics, measure impact, and align on next steps.

