

Guru Case Study

AnswerHub Gives Your Organization the Power to Create Themed, Scalable and Highly Customized Q&A Communities That Are Fully Integrated into Your Web Infrastructure



"Replacing our Q&A system with AnswerHub decreased our support costs dramatically. The knowledge that users share on Guru Answers shows their specific expertise, lending credibility to both employers and freelancers."

— Inder Gugliani, CEO of Guru

AT A GLANCE

Industry
Workforce Management

Corporate Headquarters
Pittsburgh, PA

AnswerHub Users
55,000 and growing

Website
www.Guru.com/answers

IN BRIEF

Business Challenge

Guru considered building a Q&A system on their own to handle customer support for their network of Freelancers and Employers, until they realized AnswerHub could be deployed in a matter of days.

AnswerHub Solution

Scalable, answer management platform with built-in voting system and community building incentives that make the best answers easy to find and engages the community.

Business Impact

By providing a community where freelancers and employers alike can ask questions and find answers reduces the load on the support team and provides real-time support.



Guru is the world's largest online marketplace for freelance talent. Guru operates a network that connects Freelancers with potential employers based on skill set and project description.

Guru provides businesses with the ability to find help from a pool of over 350,000 Freelancers worldwide and its proprietary "Guru Recommended" system leverages past performance data to make the freelancer selection process easy and reliable.

Guru offers its Freelancers the opportunity to market sought-after skills to a global audience at minimal cost and their Total Market Scoring data helps Freelancers identify personal strengths and weaknesses.

Business Challenge



Guru loved the idea of using a Q&A platform to provide support for its network of freelancers and employers, but realized that it would take their team of developers over a year to design and complete a functional system. Guru didn't want to wait that long, so they began looking elsewhere for possible solutions.

To achieve this, Guru knew it would require a scalable platform that could be deployed with relative ease and keep information and conversations organized by topic.

AnswerHub Solution



One of the most important factors for Guru in deciding on an answer management solution was the ability to keep the information within the community organized by topic.

What Guru found in AnswerHub was a question-based answer management platform that offered the scalability and extensibility they required to create their community while the option to have the site hosted in the cloud meant Guru could have their site up and running in a matter of days. Guru also loved not having to worry about maintenance, backups and updates or purchasing any additional hardware.



"We really like the new format and functionality and are sure you will too! You can now vote on questions and answers and earn karma as you go. The more karma you have, the more you can do within the Answers community."

– Stacy Norman, Head of User Support for Guru

Business Impact



CEO of Guru, Inder Gugliani, immediately realized the untapped support potential that resided within the freelancers and employers that made up the Guru network.

Guru's new answer management platform allows users to ask questions and find answers about Guru's website and services while interacting with and helping other users.

Guru Answers customized site was deployed just days after selecting AnswerHub.

Launched in May 2012, Guru's community, quickly became the fastest growing community the AnswerHub platform supported.

Fortunately, AnswerHub's cloud-based solution was able to grow along with the community while keeping the increasingly diverse questions well organized.

Guru wanted their new community to provide quick and easy access to correct answers. With AnswerHub's voting system, community members could promote the best answers to the top of a question's page and the person who asked the question could select an answer as the "correct answer", moving it directly beneath the question.

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AnswerHub's tagging system was critical in organizing the wide range of questions asked on Guru's Q&A community.

AnswerHub's built-in "karma points" system provided users with a vetting process for other users and their answers. The more correct answers a user provided, the higher their karma score. Users who reached a certain karma level were granted moderation privileges to help monitor the community.

Guru noticed the effects of its new community almost immediately, as their existing support staff was able to handle an increased load of support tickets and at a higher success rate. The community also served as an organized support reference for the staff, providing detailed resolutions for most of the issues they dealt with on a daily basis.

The unique combination of AnswerHub's features and scalability have helped Guru connect users with the answers they need in an effective and efficient manner.



About AnswerHub:

AnswerHub is a division of DZone, a company that leads in producing and publishing valuable content for software architects and developers worldwide. AnswerHub is an knowledge-sharing platform that gives your organization the power to create themed, scalable, and highly customized Q&A communities that are fully integrated into your web infrastructure. Turn your knowledge into power by making it available when and where your organization needs it.

For more information, visit www.AnswerHub.com

AnswerHub

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