



HUB HEALTH ANALYSIS

The most successful communities have a clear understanding of strategic goals and are continuously optimizing their programs to reach those goals and beyond. Checking the pulse of your Influitive community gives you the opportunity to see where you stand, where you need to adjust, and develop a clear prescription for success in the future.



The Doctor Is In

The **Hub Health Analysis**, delivered by the Influitive Professional Services team, identifies what's working and what's not by providing an in-depth analysis of your Influitive community. This customized analysis will provide your team with a clear set of recommended actions for improving your community both in the short and long term.

Check Your Vitals

Your **Hub Health Analysis** kicks off with a detailed Discovery Meeting, which isolates which key components of your community should be analyzed. These include:

- › Member Engagement
- › Challenges, Levels, & Badges
- › References & Referrals
- › Discussions & Community Strategy
- › API's & Automation
- › Content & Journey Mapping



*"I highly recommend getting a **Hub Health Analysis** once a year. It was even better than I was expecting. It gave me really great information on what we are doing right, what we could improve upon, and what else we could be doing."*

Jenni Adiar, Aerohive

Actionable Next Steps

Once complete, you'll have prescriptive next steps and longer term action items to keep your Influitive Community healthy.

- › Proposed house cleaning/quick hit changes
- › Outlined opportunities for community growth and goal achievement
- › Suggested roadmap toward delivering a higher performance community and achieving your objectives

When Should I Choose a **Hub Health Analysis**?

- › Need help taking your community to the next level
- › Change in community ownership
- › Pivot in customer-powered enterprise strategy
- › Decrease or stagnation in community engagement
- › Problems with your community you have trouble articulating and/or solving

Influitive is driving the creation of Customer-Powered Enterprises. We help companies discover, nurture, and mobilize their advocates to build powerful customer communities. Find out more about the power of community at www.influitive.com/services