



Building "Super Customer" Communities

5 years

130 communities

12 countries

Etam

LANCÔME
PARIS

CLARINS

SEPHORA

Jennyfer

MAC

AVON
the company for women

Michael's
MAKE CREATIVITY HAPPEN™

Galeries
Lafayette

L'ORÉAL
PARIS

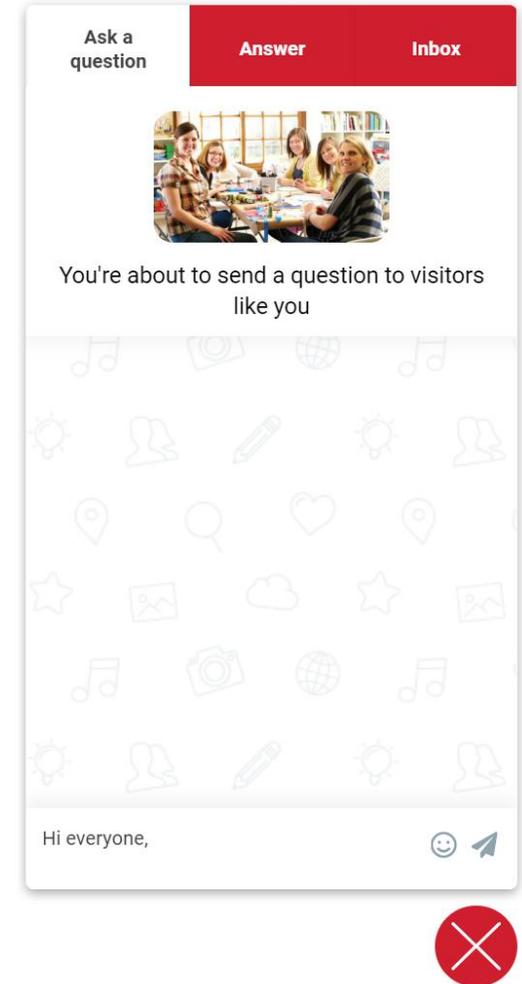
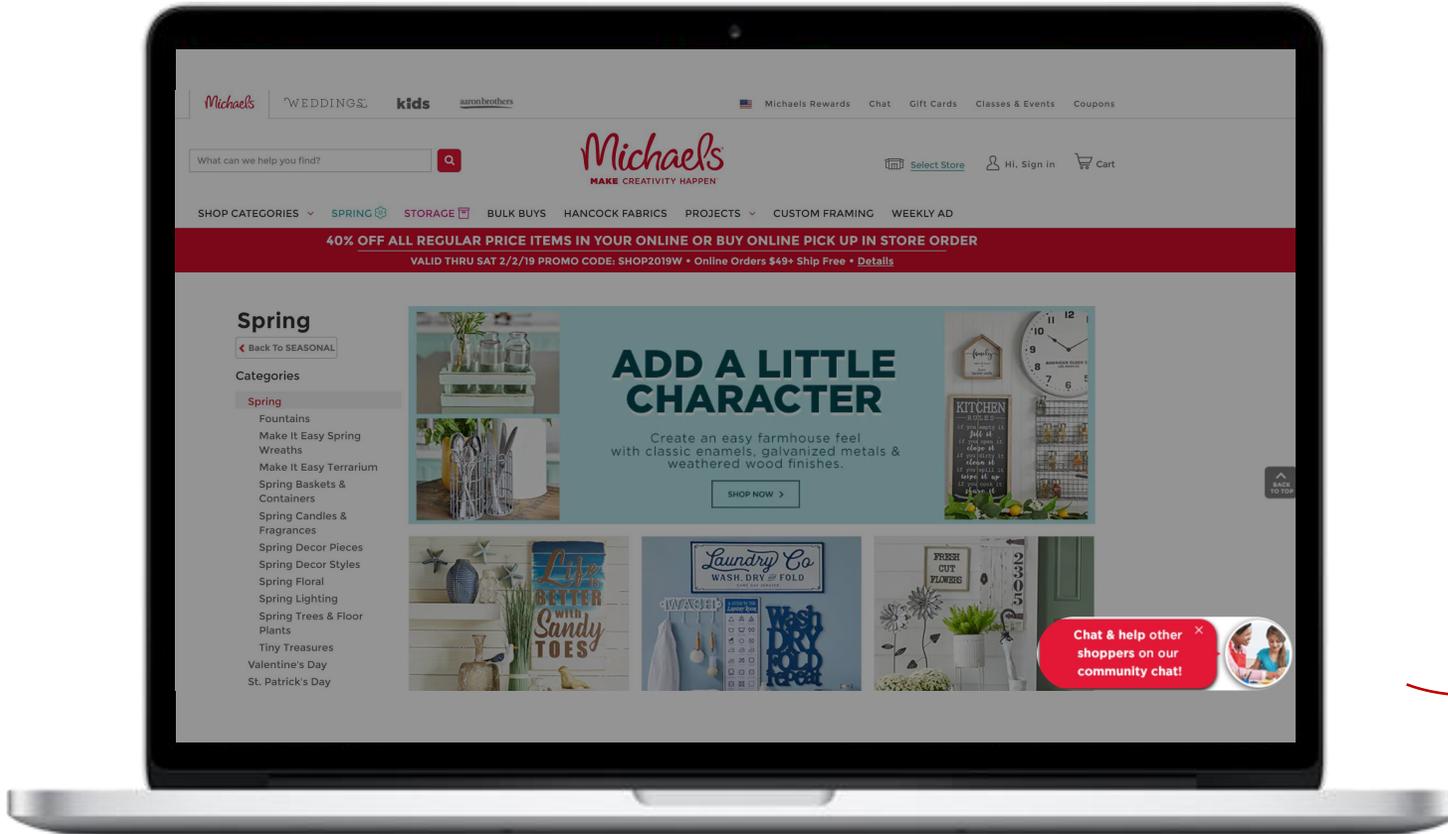
SPACE.NK

...

How we started

Community Chat: allows shoppers to help each other 24/7

Michaels Community answers 70,000 questions per month



Gamified Social recognition builds engagement, not money

My ranking

Alta Tecnología ▾

#1	Ajax	12403	😊
#2	Alberto Villar	3043	😊
#3	#Smuloayuda	1258	😊
#4	Morkas666	978	😊
#5	Agnoulech	933	😊
#6	Kat-91	931	😊
#7	Informatizame	819	😊
#8	Jota Hache	784	😊
#9	Ivan24gomez	749	😊
#10	Linx	685	😊

You need to have helped at least 5 people in this community to be ranked.

My badges

All the badges

Friends (97)

[See more](#)

Online premium coaches

Gwen de ... Jolie pan... Rick Jean-louis
Skeinbrain Phoénix33 Dagnunux Emilie



amazon

Your
communit
y

You

Go beyond chat

The Community platform hosted directly on Monki.com

The screenshot displays the Monki.com community interface. At the top, the navigation bar includes a menu icon, a product search bar, the MONKI logo, a 'Community' link, a 'Sign in' button with a UK flag, and a 'Bag' icon.

The main content area features a post for a 'Utility shirt' priced at £30. The post includes a product image, a 'Reactions' section with user avatars and text (e.g., 'Sophie M - 😍😍😍'), and an 'Add your reaction' button. Below the post is a 'What I'd style it with' section showing three recommended items with their respective like counts (18, 11, and 10 likes).

On the right side, there is a 'My Profile' section containing 'My badges' (a grid of nine colorful icons) and 'My Ranking' (a list of top users with their names and experience points).

On the left side, there is a sidebar with a user profile for 'Sophie S' (375 EXP) and a 'Channels' list. The '# Style Team' channel is highlighted with a blue box and an arrow. Other channels include '# General', '# Live Help' (with a '2' notification), '# Instawall', '# All The Feels', '# Sport Style', and '# Body & confidence'. Below the channels is an 'Inbox' section with user avatars and names (JJ, Sophie, Tak83).

Real-time community advice

Menu

MONK L

Community Sign in Bag

 **Sophie S**
375 EXP

Channels

- # General
- # Live Help** 2
- # Instawall
- # Test & Reviews
- # All The Feels
- # Sport Style
- # Body confidence

Inbox

-  JJ
-  Sophie
-  Tak83

#Live Help

Help fellow Monki shoppers find what's right for them

 **Visitor** 7h12

Hi all, can anyone help me choose an outfit for an upcoming wedding? I want to be elegant but not boring and I'd like to go for a rather "happy" color!

Answer

   Already answered

 **Visitor** 7h17

Hi everyone, I'm new to Monki and I'm looking for a top. Would you say their sizes are normal/larger/smaller than normal?

Answer

  Already answered

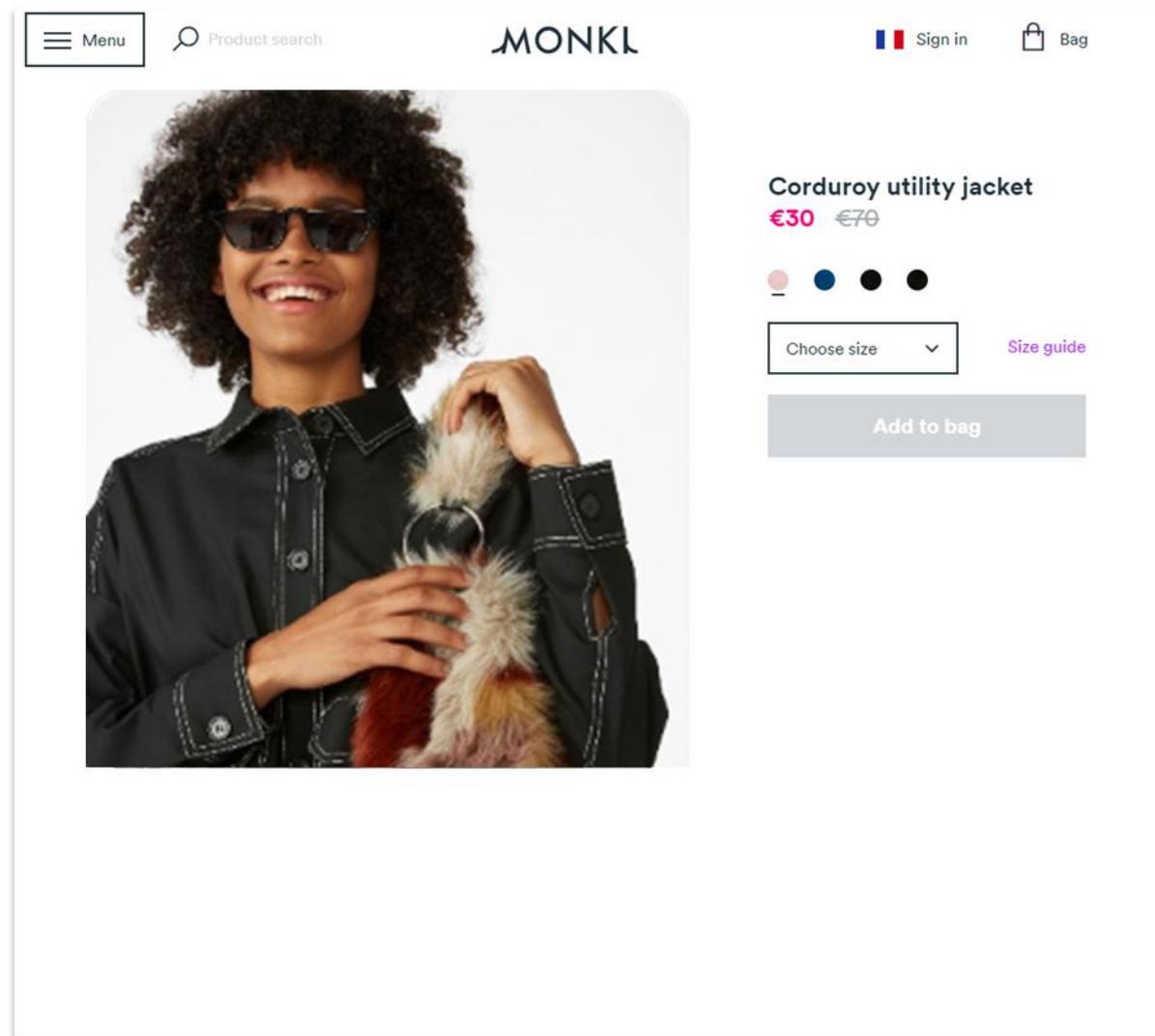
 **Visitor** 7h12

Hi all am I the only one who can't order? I click on the "Continue" button but nothing happens :/

MONKI

Main Challenge

Bring emotions
in their customer experience



More “Engaging experience” on product pages

Menu Product search MONKL Sign in Bag

Sophie S
375 EXP

Channels

- # General
- # Live Help **2**
- # Instawall
- # Style Team**
- # All The Feels
- # Sport Style
- # Body & confidence

Inbox

- JJ
- Sophie
- Tak83

#Style Team
React to new products create styles. We'll publish the ones we like most!

Latest products **My products**



14 reactions 21 styles



12 reactions 2 styles



4 reactions 18 styles



34 reactions 51 styles



13 reactions 5 styles



13 reactions 5 styles

My Profile

My badges

- React
- Search
- Follow
- Post
- Like
- Share
- Comment
- Reply
- Save
- Bookmark

My Ranking

- #1 **Max F** – 2500 EXP
- #2 **Eli M** – 2211 EXP
- #3 **Jane C** – 2004 EXP
- #4 **Ale F** – 1985 EXP
- #5 **Mei V** – 1734 EXP
- #6 **Cari C** – 1717 EXP

TokyWoky

Success Metrics

▶ **12 – 15%** Customer Service contact reduction

▶ **4 - 6x** higher Conversion for helped customers

▶ **14%** Conversion for pages with social reactions