



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

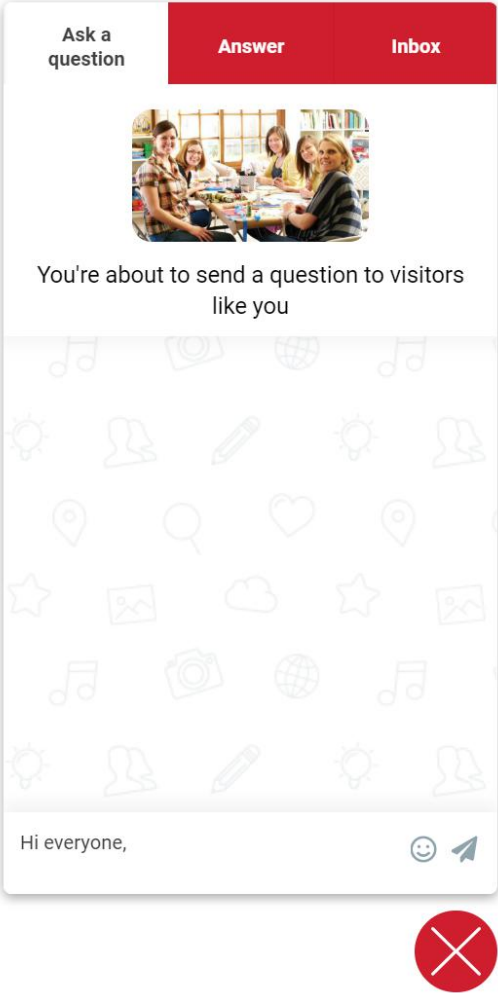
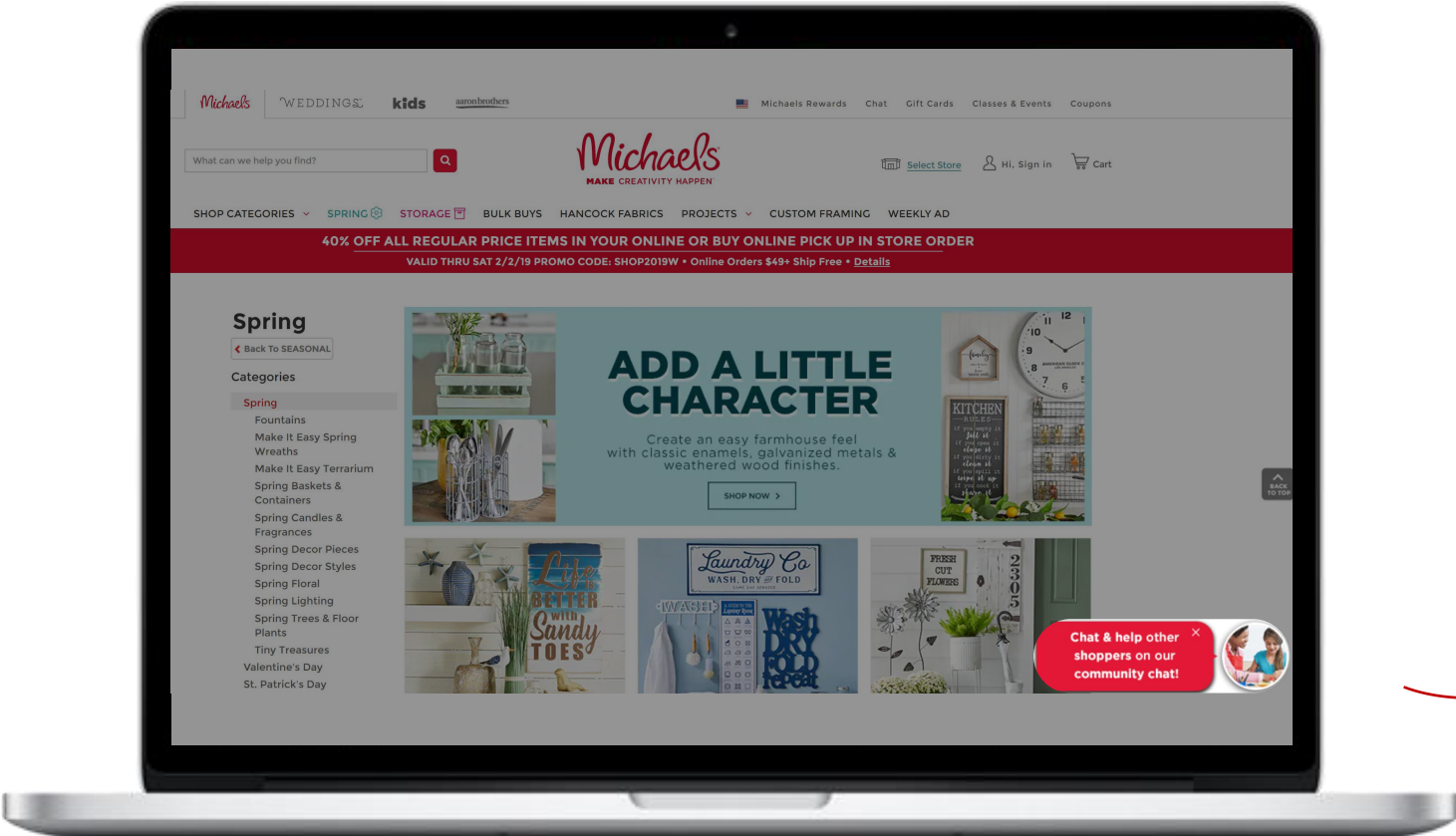
SPACE.NK

...

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	 AlbertoVillar	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

















?

 Genius ★ ★	 Supporter ★ ★ ★	 Hero ★
 The One	 Biograph	 Guardian ★
 Commenta ★	 Watchman	 Popular ★
 Savior ★	 Friendly	 Mentor

[All the badges](#)









Friends (97)

?

 Raph	 Gwen de ...	 Jolie pan...	 Quentin ...
 Mrtutowev	 gerard	 Antoine	 Léni
 Dref de T...	 TroLLdEP...	 Samir13133	 Philou
 Lister	 Michaël M	 PAPYTO	 Bacchus

[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 Community platform interface. At the top, the navigation bar includes a 'Menu' icon, a 'Product search' field, the 'MONKI' logo, a 'Community' link, and 'Sign in' and 'Bag' options. The main content area is divided into three columns. The left column features a user profile for 'Sophie S' with 375 EXP and a 'Channels' list. The middle column shows the '#Style Team' section with a post for a 'Utility shirt' priced at £30, including reactions and a 'What I'd style it with' section. The right column displays the 'My Profile' section, which includes 'My badges' and 'My Ranking'.

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!

Utility shirt
£ 30

Reactions

- Sophie M - 😍😍😍
2 likes · Answer
- Clem - Love it! Love it! Love it!
Like · Answer

Add your reaction

What I'd style it with

- 18 Likes
- 11 Likes
- 10 Likes

My Profile

My badges

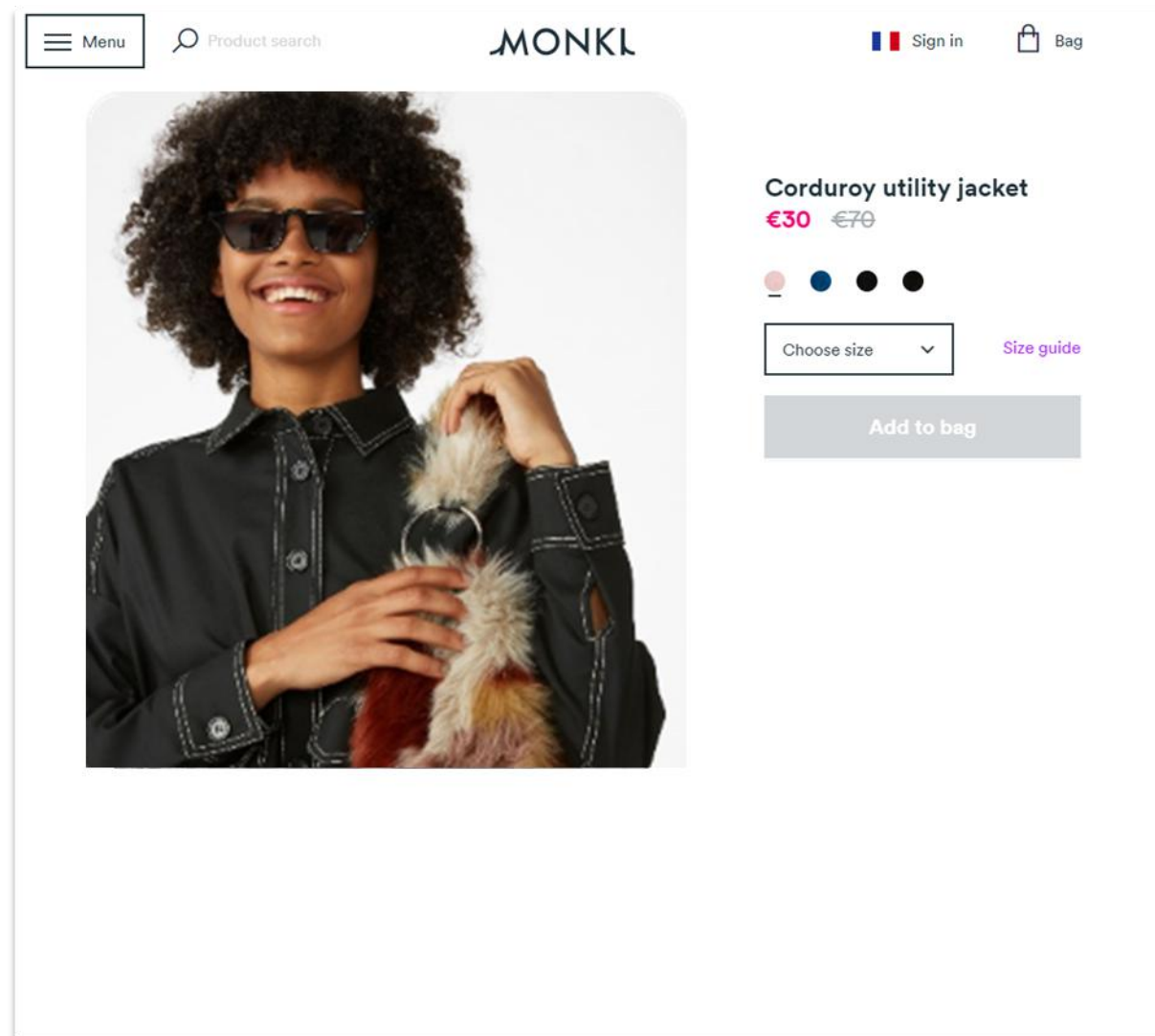
My Ranking

- #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

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

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


21

reactio

ns

style

s



12


2

reactio

ns

style

s



4


18

reactio

ns

style

s



34


51

reactio

ns

style

s



13


5

reactio

ns

style

s



13

5

reactio

ns

style

s

My Profile

My badges

HEAD

SHIRT

SCARF

SHIRT

POLO

SHIRT

SHIRT

SHIRT

SHIRT

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