http://getsatisfaction.com/

My search to identify and profile a Web 2.0 app. lead me to a variety of sites and I began to notice something that many of them had in common: a rectangular feedback button on the side of the screen Once I noticed that little button, I began to see it everywhere. What was that button? Why was everybody copying each other? I clicked it.

As it turns out, the feedback button links to a community management service provided by Getsatisfaction.com. Getsatisfaction’s origin story begins with a completely different organization, Valleyschwag.com. Valleyschwag.com was a tool for distributing leftover schwag grab bags. As it turns out, a lot of people were signing up for Valleyschwag, and managing issues became a huge pain in the neck. Getsatisfaction.com was born out of the solution to Valleyschwag’s problem.

Today Getsatisfaction.com provides community management services to over 40,000 online communities and has more than 5,500,000 visitors per month. Getsatisfaction provides a wide variety of services, from widgets to mobile apps to analysis, but the main goal seems to be a cloud based help center.

When I click on the feedback button it provides an in–window pop up that allows me to search for a key word. That keyword searches through the help forums and gives me a few topics to chose from. If my topic is not found, I have the option to start a new thread. Threads are organized into five areas: Questions, Ideas, Problems, Praise and Updates. Within each of these areas you can ask a new question or click a button that says you have the same question. The more people ask the same question, the higher up the list it goes.

Getsatisfaction is intuitive and easy to use, something you want when you have upset customers. The aesthetic is fun, with a subtle yet upbeat circus theme. Users get to pick from a variety of icons depicting how they feel. I’ve seen a range from Angry to Sad to Excited. Again, this is a fun little touch that serves to let the user communicate their needs without furthering frustration.

I want to highlight that Getsatisfaction does not simply focus on problems, but it also provides a forum for ideas and praise. When ideas are implemented the company even has the choice of adding a banner to the idea.

The overall idea for Getsatisfaction is a great one. Community Management is a needed skill, and one that often overlooked. Even in this
department, with our focus on media and transmedia applications, we rarely discuss the communication needs that are created when we expand into the digital realm. Getsatisfaction takes some of the pressure off organizations by providing a system from which to work.