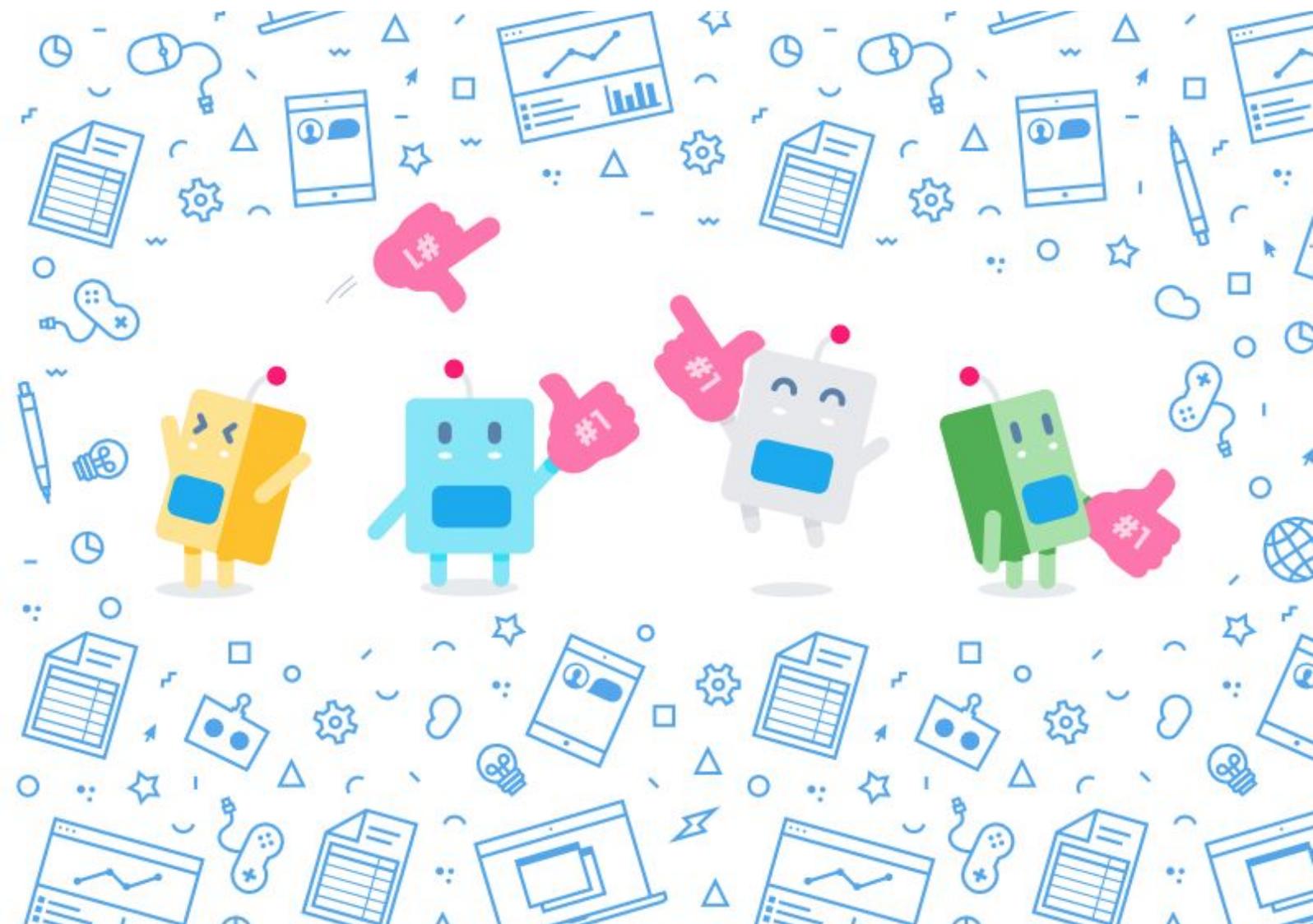




# EventGeek Dramatically Cuts Down On Support Requests, Using Helpjuice

C A S E   S T U D Y





## Quick Overview

**Industry:** SaaS

**Location:** San Francisco, CA

**Team Size:** 1-10

## Products Used:

External Knowledge Base /  
Customer Self-Service

## Company Overview

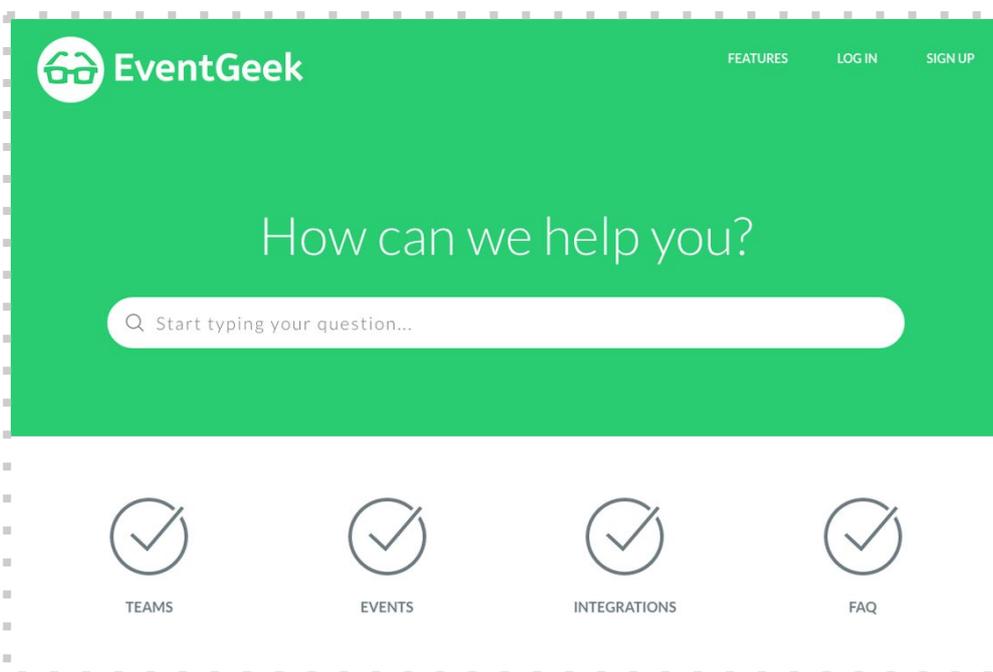
EventGeek is the ultimate event marketing platform. Today marketers have very limited visibility into event marketing ROI and struggle to manage myriad logistics. Information is siloed in email, spreadsheets and disconnected services. EventGeek brings it all together - logistics, costs and results, like sales, leads, social mentions and more. With EventGeek, marketers can finally get the visibility they need to deliver great event ROI.

## What's the purpose/goal of your knowledge base?

To provide the most enjoyable and easy-to-use experience possible for our customers.

## What Solutions Did You Approach Before Deciding To Go With Helpjuice?

We tried, amongst many solutions, Zendesk as well as Desk. Zendesk & Desk were too general purpose and not particularly great at just focusing on the knowledgebase. We also noticed that other solutions like HelpScout were great for communicating with customers, but didn't really do the knowledgebase well. We really love that Helpjuice is *just* a knowledge base.



## Why Did You Decide To Choose Helpjuice?

The design and search are amazing. We did an exhaustive comparison of major knowledgebase platforms and found Helpjuice's design, flexibility and search features were far and away the best.

They truly understand how to put the user experience first.

**We've dramatically cut down on support requests by linking to our Helpjuice Knowledge Base within our app.**



*Right out of the box, Helpjuice provided an excellent ux for our users. Helpjuice's speedy, accurate search feature and default navigational options made it super simple to get started.*

*We're very pleased to know that the flexibility is built-in for later when we plan to do more customization. ”*

*Travis Aaberg, Community Manager at EventGeek*