Rock the Helpful Web with SUMO

Building a world-class open source (support) content (localization) platform

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Who are you?
and what is this all going to be about?

- (it’s pronounced me-how)
- at Mozilla since 2014 (working in support since 2007)
- speaks 2.86 languages
- vesper@mozilla.com

- (from SUport.Mozilla.Org)
- at Mozilla since 2008
- speaks 74 languages
- support.mozilla.org
What exactly is Kitsune?
the code in front of the people

- Kitsune = SUMO’s code
- a full stack support platform
- some keywords: Python, Django, Celery, MySQL, Bleach, ElasticUtils
- open & forkable: github.com/mozilla/kitsune/
- interconnected elements: knowledge base + support forums + Twitter module + dashboards
- not perfect, but always improving - thanks to our devs & community
- we’re not the dark side, but we do have cookies
What exactly is Kitsune?

the people behind the code

Ricky
Rehan
Erik
Mike
Will
Brittany
Paul
Safwan
Tim
Kadir
...and dozens of others who did not fit on this single slide

Tanay
Tobias
Anush
A little history
(does not include the obligatory Big Bang mention)

2008 - Ur-SUMO ran by dinosaurs, Amazons, and wizards
2009 - SUMO 1.0 released into the wild on April 1st (powered by TikiWiki, with LiveChat support, 12+ million visits each month)
2010 - Army of Awesome, new Knowledge Base software, Facebook app
2011 - Group dashboards, private messaging
2012 - Common Responses
2013 - L10n upgrades, Badges, Gravatar
2014 - Gangnam Style hits 2 billions view on YouTube
2015 - BuddyUp, Screen-sharing experiment, Mozilla Hispano moves support to SUMO
What exactly is Kitsune?
the bits & pieces that clickety-click together

Knowledge Base
- wiki (product/task hierarchy)
- revision & review system
- fully localizable
- permission & access system

Support Forums
- Q&A style
- Common Responses
- Tagging
- User Karma

Twitter module
- aka “Army of Awesome”
- uses Twitter’s API
- Common Responses
- multiple locales

Dashboards
- KPI and usage stats
- Support forum stats
- Localization coverage
- User satisfaction, contributor activity
A few numbers
8, 13, 41, 58, 72 - if you win EuroMillions, we split - OK?

Each week we have...
9,000,000+ visitors
asking 1000+ questions
and browsing 28,000+ support documents available
in any of our 74 locales
(nearly 60% of our visitors don’t see the site in English)
... and most of these numbers are likely to grow
Why should I care?  
...because you make things awesome(r)?

Upcoming improvements for:
- Community insight & management tools
- Metrics collection & presentation
- Recognition tools
- Task automation
- UX
- ...your idea here!

“Break a little, learn a lot”
What can I get out of this?

...we won’t make you a (bigger) rock star (than you already are)

**Cred**: support millions of users in a multitude of languages

**Fun**: Make new friends around the world

**Skills**: Master and improve an open and forkable support platform

**Goodies**: Mozilla & SUMO Gear
OK, how do I get started?
your first step to greatness

mzl.la/SUMOdev
“Actually, no... you didn’t convince me!”
QUESTIONS? COMMENTS?

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