

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



Mike



Paul



Tanay

Rehan



Will



Safwan



Tobias

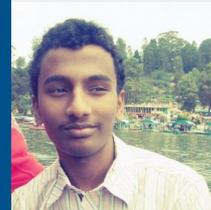
Erik



Brittany



Tim



Anush

Kadir



...and dozens of others who did not fit on this single slide

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!"*



*Obligatory Q&A Slide*TM

QUESTIONS? COMMENTS?

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