

# CASE STUDY

## Digital Decoupling & Transformation for



Get Satisfaction was a customer community software platform for technical support based in San Francisco, California, United States. Founded in early 2007, it was publicly launched in September 2007. In the spring of 2015, Get Satisfaction was acquired by Sprinklr, a social media and customer experience management company.



## THE CHALLENGE

GetSatisfaction.com, a fast-growing SaaS company, operated both its corporate marketing website and hosted customer installations on the same domain—getsatisfaction.com. This included URLs such as getsatisfaction.com/clientname. This shared infrastructure created operational bottlenecks, branding issues, and security risks, especially as the company scaled. Despite consensus on the need for a separation, no clear roadmap or technical strategy existed to carry it out.

## OUR APPROACH

Workingarts was hired to guide and manage the restructuring initiative. As the primary interface between GetSatisfaction's internal leadership and their design/development vendors, Workingarts led the creation of a new digital infrastructure and marketing ecosystem, ensuring continuity, scalability, and brand integrity.



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# ABOUT THE PROJECT

**Industry:** SaaS / Customer Engagement Platform

**Project Duration:** 6–8 Months (initial) +  
12-month contract extension

## KEY CONTRIBUTIONS

### Domain Decoupling:

- Identified dependencies and authored all necessary proxy redirects to decouple the corporate website from the SaaS platform.
- Ensured no disruption for existing customer URLs and preserved SEO integrity.
- Transitioned the corporate marketing site to a standalone hosting environment.
- Corporate Website Relaunch:
  - Directed the full design-build-launch process.
  - Managed alignment between creative and technical teams, translating business needs into actionable specifications.
- Improved performance, branding, and content flexibility.

### Tech Support Website:

- Created and implemented a dedicated technical support site using WordPress.
- The new portal was designed for both customer access and internal efficiency, independent from the SaaS product environment.
- Marketing Campaign Infrastructure:
  - Managed Marketo landing pages and coordinated digital campaigns, including webinars, PPC ads, and event promotions.
  - Built custom landing pages and email workflows, integrating campaign performance tracking into the evolving infrastructure.

### Extended Engagement:

- Due to the success of the initial project, Workingarts' contract was extended for an additional 12 months.
- During this period, Workingarts created new marketing landing pages, formatted and illustrated a comprehensive library of industry-specific white papers, and provided publishing support across all content platforms.
- These materials were critical to GetSatisfaction's lead generation and thought leadership strategy.

TURN CUSTOMER ENGAGEMENTS INTO  
**LOVE AFFAIRS**

Six Reasons Your Company Needs a Get Satisfaction Community



## The Impact

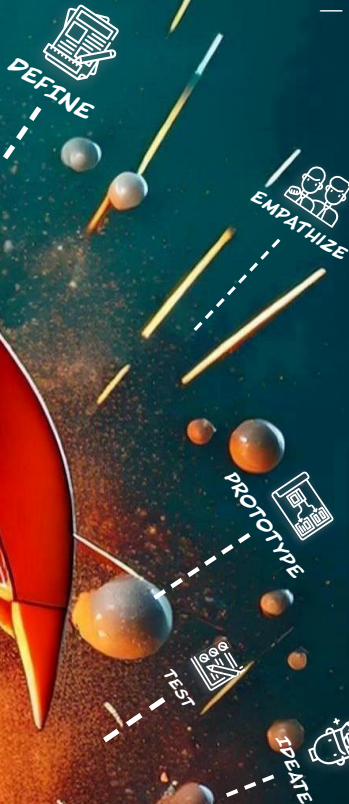
By leading a complete digital transformation, Workingarts empowered GetSatisfaction.com to operate with flexibility and confidence. Through strategic planning, technical execution, and sustained creative support, Workingarts became a trusted partner in GetSatisfaction's continued growth and marketing success.

## THE RESULTS

- Seamless decoupling of corporate and SaaS platforms.
- No downtime or broken links during proxy transition.
- Marketing and engineering teams gained operational independence.
- Elevated web presence, faster campaign turnaround, and a reliable tech support platform.
- Rich content and marketing collateral reinforced GetSatisfaction's credibility across target industries.

# Big Ideas. Unique Value Proposition

A STRATEGIC BLEND OF MARKETING,  
DESIGN, PUBLISHING, & TECHNOLOGY  
— CRAFTED FOR AMBITIOUS BRANDS.



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