

# 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:

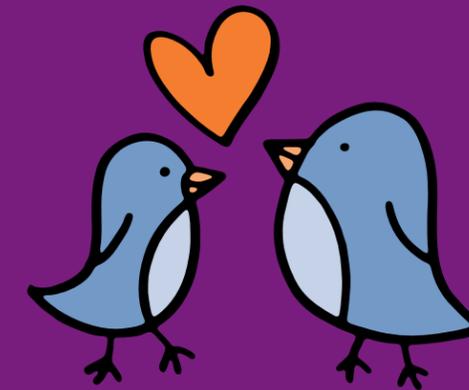
- Created and implemented a dedicated technical support site using WordPress.
- The new portal was designed for both customer access and internal efficiency, independent from the SaaS product environment.
- Marketing Campaign Infrastructure:
  - Managed Marketo landing pages and coordinated digital campaigns, 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



get satisfaction  
a publication of

## 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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CASE STUDY  
Change Thinking in Fiction

Why Design Thinking?

As a designer, you know that every design project is a story. The story of how you solve a problem, how you work with your client, and how you create a solution that is both functional and beautiful. Design thinking is a process that helps you tell that story in a way that is compelling and memorable.

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CASE STUDY  
MS218L Ecosystem Development

Applying Design Thinking to Transformational Educational Innovation

The Mission of MS218L is to create a new model of educational innovation that is focused on the needs of students, teachers, parents, and the community. This mission is supported by a variety of initiatives, including:

- **Student Learning:** Providing high-quality, personalized learning experiences for all students.
- **Teacher Development:** Supporting teachers in their professional growth and development.
- **Community Engagement:** Building strong relationships with parents and the community.

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CASE STUDY  
GWU, HCSS, Low-Budgeting & Wireless

Balancing Empathy, Expertise, & Approachability for a Family-Respected Legal Practice

GWU, HCSS, Low-Budgeting & Wireless is a legal practice that provides a variety of services to its clients. The practice is known for its expertise in family law, and its approachable and empathetic staff.

- **Family-Focused Practice:** Providing legal services that are sensitive to the needs of families.
- **Expertise in Family Law:** Offering high-quality legal representation in family law cases.
- **Approachability:** Making the legal process as easy and stress-free as possible for clients.

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CASE STUDY  
PHIP Educational Solutions

Transforming Digital Access for School Communities

PHIP Educational Solutions is a company that provides digital access solutions for school communities. The company's solutions help schools to provide a variety of digital resources to their students, including:

- **Digital Textbooks:** Providing access to digital textbooks for all students.
- **Digital Resources:** Providing access to a variety of digital resources, including videos, articles, and interactive content.
- **Digital Learning:** Providing access to digital learning experiences for all students.

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CASE STUDY  
MS218 High School Websites

Designing Mobile-First, Bilingual Digital Tools for the MS218 Community

MS218 High School is a school that provides a variety of services to its students. The school is known for its commitment to providing a high-quality education, and its focus on providing digital tools to its students.

- **Mobile-First Design:** Designing digital tools that are optimized for mobile devices.
- **Bilingual Support:** Providing digital tools that support both English and Spanish speakers.
- **Digital Tools:** Providing a variety of digital tools, including websites, apps, and interactive content.

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CASE STUDY  
Sherron Thomas Charter Schools

Providing Digital Access for School Communities

Sherron Thomas Charter Schools is a school that provides a variety of services to its students. The school is known for its commitment to providing a high-quality education, and its focus on providing digital access to its students.

- **Digital Access:** Providing digital access to a variety of resources, including textbooks, articles, and interactive content.
- **Personalized Learning:** Providing personalized learning experiences for all students.
- **Community Engagement:** Building strong relationships with parents and the community.

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CASE STUDY  
MUDU Parents Logo

Setting Scene the Brand Guidelines

MUDU Parents is a company that provides a variety of services to its clients. The company is known for its commitment to providing a high-quality service, and its focus on providing a variety of services to its clients.

- **Brand Guidelines:** Developing brand guidelines that define the company's visual identity.
- **Logo Design:** Designing a logo that is both functional and beautiful.
- **Brand Identity:** Creating a brand identity that is both unique and memorable.



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