

URL: <https://stvp.stanford.edu/blog/videos/creating-an-effective-communication-infrastructure>

To reach out to customers, Dell describes how Dell, Inc. has created blog sites, an idea-generation forum called Idea Storm, and translations of its sites in Spanish. In this manner, the company has begun to build online communities, which has sparked enormous participation from customers, says Dell.



## Transcript

Some of you might have seen, we had been setting up a number of ways for us to reach out to our customers.. We have blog sites, we have a very interesting site called Idea Storm.. And actually, today, we are setting up our Spanish language blog site.. So for all of our customers who speak Spanish around the world, we now have a community forum where our customers can comment, our people inside the company can present ideas and new things that we're doing.. And we can basically build this online community.. And if you go to our sites and you look at these, they're quite fascinating.. There's just enormous participation from customers.. If you go to [dell.com/conversations](http://dell.com/conversations), you can see all these different sites that we have set up.. And we're going to continue to expand this.. So we have this site called Idea Storm, which is really fascinating..

A customer can go online and just submit an idea, say, "Dell should do the following."..