22.08 NA DWEB - Why Proactive Support Is More Important Than Ever

## **Martin Schneider**

Hello, everyone. We'll be getting started in just a second.

Okay. Looks like my slides are up. Hopefully they're available for all to see.

I will start officially at about one minute after. It looks like there's still a few people coming aboard. And we're just about at one minute after.

All right. Great. All right. Welcome everyone to this webinar, calling it, The Business Case for Delivering a Proactive Support Experience. It's really all about why if you're not investing in the support experience, if you're not either in the middle or somewhere in a transformation to becoming more predictive and proactive with your support experience, you need to be.

We're going to talk about a lot of things, and we're going to unpack a lot with that. We've got a great agenda. I'm going to give you some statistics around support experience. We're going to talk about the impact of support experience.

I'm going to talk about how SupportLogic can help, after all of this is a SupportLogic webinar. We're going to talk about some case studies and really walk through how some people have gone through that journey and gotten over to the other side successfully.

And I'll take some of your questions. But before that, I'm Martin Schneider. I'm the Chief Evangelist and head of solutions, marketing and SupportLogic. I come from a long CRM background, been working with call centers, support centers, IT help desk companies and helping them for years, with multiple vendors and also as an analyst and consultant.

Now, before we begin, I do want to gauge the temperature around the economic and budget conditions that you guys are seeing in your support centers.

If you go over to the poll section, you'll see the first poll is open and you could start voting. Really getting an idea of what is your 2023 support budget going to look like?

Are you getting more budget? Are you losing budget? Are you staying flat? That's an interesting thing because obviously in an inflationary economy, maybe it's technically up, but it's actually flat.

Think about that. We're going to take about 30 seconds for the attendees to vote. I will tally the results in real time and let how we went.

Give it about 10, 15 more seconds.

All right. I'm going to close the poll in about five seconds, so if you haven't voted, please do so now. Getting some great responses here.

And it really aligns with what we are seeing in the market as well. It's really good. I'm going to close it right now and then just give you the results. Right? What we're seeing is in that middle section, some budgets are slightly up.

When we say slightly probably accounting for the increased inflation we saw over the last year. Some are the same as 2022. That was about three attendees, which is interesting because, again, flat in an inflationary economy is down, when you think of salaries are up, all expenses are up.

Being flat is the new down, right? And slightly smaller. We had some votes. That's concerning. Right? We're always going to be asked to do more with less. We're always seen as a cost center, and we're going to talk about that a bit.

Let's move on. But that was really very interesting because it confirms a lot of what I'm going to talk about. But first before we get into some statistics, if you don't know us, just want to really quickly talk about SupportLogic.

We're a platform that uses AI and machine learning and natural language processing to extract customer signals. We call them customer signals. Really think about it as sentiment and more, to surface predictive insights, to enable more proactive support teams, really helping you on that transformation and that transition to being more proactive rather than reactive and break fix.

Right? It's about reducing customer escalations, customer churn and employee attrition. We're going to talk a bit about that as well. And it's really about increasing customer and agent retention, revenue expansion, and obviously CSAT, always the big one.

We're growing fast. We've got a lot of great customers. You can see down there. I'm going to talk about three of them in a little bit, but we're just scaling and scaling and scaling and things are going great.

It's all about transforming your support operations to becoming more proactive and predictive. What we do is we help you predict and prevent through our predictions, taking action to get ahead of escalations.

It's not necessarily about never having escalations again, but it's about making them manageable, no more nuclear escalations. It's about getting ahead of your backlog, using smart filtering and AI and machine learning to understand, well, what are the cases I need to be looking at in my backlog so that it either doesn't get out of control or there's no ambushes or no time bombs go off.

It's about easy swarming in collaboration. Some of you may be doing single tier support or models where you're swarming out to product experts even outside of the support organization, we make that easy with Slack integration and other tools.

It's about intelligent case assignment. It's about getting the right case to the right agent so that you have faster resolution times and higher CSAT, because the customer gets their problem solved more quickly and by the best possible agent.

We'll talk a bit more about that as well. And again, it's about agent coaching and case evaluation. We have a product, we call it ACE, agent coaching and case evaluation. The C might have a little two over it, like a squared like EMC squared.

But it's about using that AI and ML to look at 100% of your cases, not just two or three or four or 5%, to see how the agents are really performing to get a much truer holistic view, so that you can engage more continuously with much better information and to coach in real time to keep agents engaged, feeling valued and keeping them around, but also possibly even onboarding them faster, because you can monitor them as they onboard, so they can start taking cases earlier.

That's always going to increase the ROI per agent, because if you can get them started sooner and keep them longer, we all know that's a huge benefit. That's a little bit about what we do.

But now I want to talk about some statistics around support experience. Right? It's critical to your success at any time, but in a post pandemic, possible recessionary environment, it's even more important.

I'm not going to go through every single one of these statistics. But when you look at these stats, we've seen versions of these for years. Right? What's been interesting is as we've moved from, especially in B2B tech where we serve a lot of customers, we went from perpetual license to subscription models.

That became the idea that you've got to win the business every year. We went from on- premise to SaaS cloud deployments where it's about constant as a service delivery.

Our support needs to catch up. We need to think of support as part of the operations of providing a customer the experience they need every day, not just when something goes wrong.

We need to be more proactive. We need to be more predictive. We need to get ahead of their problems hopefully. Right? Sometimes before they even know they have a problem. That's holy grail stuff, but that's where we're going.

And AI and machine learning and all these tools can help. We're going to talk a lot about it. Because there's a stat going around, kind of apocryphal, but it's one of those things that's true.

Is if you're in a B2B environment and a business model, you sell to your customers, you market to them. But when it comes to human interactions and meaningful interactions, especially after the sale, a huge bulk of those communications or interactions, touchpoints happen in the support organization.

Think about your typical SaaS technology. Sometimes even before the sale, they're logging tickets to learn during a trial or during the deployment. And now that they've paid the full subscription price, they're mostly reaching out when they have an issue.

It's really important to understand what they need, how they need it, how they're trending both from the use of the product but also their satisfaction and take all that into account to have a much more holistic and much more proactive support experience.

I want to talk about this now during a downturn, because like I said, at any time, given all these shifts that are happening in the market, it's always important to think about the support experience, but in a potential downturn, this all gets amplified, right?

Because when we think about subscription economy, when someone can just turn off the service, someone can say, I'm not renewing at any time. Obviously that's a challenge.

And in a recession they're always looking for a reason to cut spend. And if you are seen as either expensive or a nice to have, not a need to have, that's a risk, but how do you keep them?

If you have a great experience, a customer experience and support is a big part of that, you're obviously going to reduce churn risk when people look at you as these are my partners, they're not someone I just buy software from.

Brand loyalty's like two sides of the same coin. The more you have negative experiences the more people are possibly going to churn, and the more they churn, the more that creates a snowball effect.

People are loyal to brands, whether that's B2B, B2C, where they get a good customer experience. In B2B, if the majority of the experiences are happening in support, their loyalty is contingent on how great of a support experience you give them.

We all know that it's way more expensive to get new customers than it is to keep customers you have and sell more to them.

These two come together, and like I said, two sides of the same coin. You need to reduce churn, you need to keep that loyalty up. And the best way to do it is just keep them happy, have a more continuous support experience rather than a reactive break, fix one where escalations happen and they go nuclear.

Let's talk about operational efficiency. This is something that we're all dealing with. Look at those budgets. You're probably still growing your business, you're getting more customers, you're expanding your customer relationships hopefully, but you're being asked to do more, but your budgets are basically staying the same in an inflationary economy.

What's going on is, if you can't improve efficiency and you can't work smarter, not harder. If you can't do that you're going to face a lot of challenges and you're going to move to the left and start seeing churn.

You're starting to see customers get upset, just get fed up and frustrated, because you've only got the same amount of agents, but now you've got more customers, more cases, more issues.

How are you going to meet that? You need to be smarter, not working harder, and you can't necessarily higher more people. And you need to keep the people that you actually have.

We're always asked to do more with less. If you're flat on hiring for 2023 because we don't really know what the economy's going to be like, and salaries have never been higher given the great resignation and the competitive landscape, and it's a buyers market, sellers market.

It's an employee's market when it comes to the job world, the labor world, it's tough. If you're going to lose employees, you're going to be paying a lot more to replace them than you ever did.

If you're just staying flat and yet your volume is going up in terms of case volume and caseload per agent, and their morale goes low, they get burn out and then they leave, that's huge too, because it starts exacerbating all of those items to the left.

You need to be doing more with less, but you have to think about it. How do I do smart investments which make me way more efficient, way smarter than just throwing people at the problem?

Because we know, especially in support, it's expensive, there's no guarantee it's going to work. How do you recession proof your business by investing in support experience?

Because like we said, customers not receiving a great support experience, they're going to move the cheaper alternative. So how do you prevent that? Right? Again, it's about AI and ML.

It's about super charging the agents that you have, so you can do more with less human capital. Because we just said, people are expensive. It's really difficult to essentially just add people and get something out of it.

Even if you were to add 20 agents tomorrow, when are they going to actually start being effective? You got to train them. You got to onboard them. You got to do all that stuff. It's really important to think about how a small investment in technology has a huge, exponential effect.

And proactive support, if you can shift to a more proactive model using technology and workflow, you can stop customer churn from happening, all those things we talked about, and you can retain that revenue.

Because again, that becomes exponential. Because every dollar you're saving this year is dollars you're keeping in a subscription economy, which is huge. It's so important to retain.

Now on the right I have an interesting stat, because we were seeing from Gartner and others that IT spend is growing slower if it's growing at all, or sometimes going down in certain industries.

Now for you, if you're a B2B tech provider, that means your customers are going to be buying less, and it probably means you're going to be using less and having a lower budget if people aren't buying as much.

You need to be smarter, you need to be proactive. You need to do all these things, but you have to do it without adding expensive people as the solution.

You need to streamline with AI and ML solutions. I want to take another poll and go to the next poll because I think it's a good time to stop and think about the next poll, around journey and where people are.

Right? If you guys can go to the next poll and go to the polls tab. And it's really about where are you when you're thinking of your proactive support journey?

Are we there? We can solve a customer's problem before they even know they have one. Getting there. We have people, process and technology, focused on shifting to proactive. Starting soon, we have plans in place, but haven't started yet.

And then finally, what's proactive support? A little tongue in cheek, but you can probably find yourself somewhere in some of those wording.

I'll give you guys about 30 seconds to read through and make your choices.

I don't know if people are joining in on the fun and saying what's proactive support, but I was shocked to see some people choose that.

But all in good humor. I'm going to close the poll in about five seconds, if you haven't gotten your votes in, so please vote promptly.

Okay. And now let's close that. Interesting. Again, look, I don't think there's really any companies out there that consistently are predicting even what their customers want and need.

But what I'm really like seeing is that the people, processes and technology, the majority really did say that you've got them in place and you're moving. A lot of times the thing that can push you over the hump is great technology, an easy button as it were to do that.

And we'll talk about that in a bit. So really, really great to see that. People starting soon, plans in place but not starting yet. That was the second highest one and not surprising.

So doing great in that. Keep going. That's what I can say. The cool thing about being proactive, using things like customer signals, as we like to call them, they can drive that renewal and upsell.

So not only can you do more with less and keep the support operations running smoothly with less resources, you can actually do better.

Support can be seen more as a revenue center, not just a cost center, not just something we're trying to drive the cost as low as possible, it's something that can, nominal investments can have exponential rewards.

We're going to talk about how some companies have done some really cool things to reduce their meantime to resolution with SupportLogic applications like Coveo, we're going to jump into them in a minute. They cut their meantime to resolution from four days to two days, and talk about how they did it.

Churn is always an interesting thing. And where we're seeing is product led growth and freemium and other types of tech companies that are trying to create either an inbound model or a high volume model of get started with a low investment and then use the product and as you get more successful, you pay more and you're getting value.

So you're happy to do that. That model is, if we can reduce that churn, especially in the early phases of usage and adoption in products that are product led growth companies, that has a huge exponential reward on the bottom end.

If you're talking about someone coming in for 5K, that you didn't get. You lost that person, but that 5K typically turns into 20K in year two, 100K in year three, things like that.

Reducing churn by 25%, getting one extra customer for every four or five, that's absolutely huge. And we're going to talk about that in a bit. CSAT and NPS, the tracking mechanisms, the metrics we're all so familiar with.

A lot of times we talk to customers say, hey, we have pretty decent customer set numbers, but we can either increase them or we can make sure you keep them high with less effort and less cost.

We're going to talk about how Nutanix did that, who already had a great NPS score, but wanted to make sure they weren't spending too much or wasting too much resources to keep it that way.

How do you work smarter, not harder? Let's dig into some of these, okay? Coveo, I'm not going to go through everything on here, this is just so you can read these as we go. But one of the great things is they really looked at what we were doing and got excited for a number of different reasons.

If Coveo, a lot of you are probably using Coveo right? They are what they call an AI powered relevance platform. I think of it is really cool, self- service knowledge assisted service, all the cool things that they do, getting the right content to either agents or customers themselves in either an assistant or self- service way.

So they know support, they get it 100% and they wanted to be proactive. They want to be standouts when it comes to providing support, and with good reason, right?

They're in the space. They want to do it. And Patrick Martin who's quoted down there, really, really smart guy. He looked at SupportLogic, he saw that what we have is our case assignment, is just one thing that they started using.

And they started realizing that we do a lot of self- service. So when a customer actually is a case that goes to a human being, it's really important that by then we get it right, because they've probably exhausted other efforts.

Right? They probably searched the knowledge base, we've probably given them some articles and content, and that wasn't enough. So they probably have a pretty serious problem if they're actually coming to us. We want to get to them quickly.

And they already had pretty good meantime to resolution numbers of about four days on average. They started using our tools where we start taking all these factors, agent availability, how often they've interacted with that specific customer versus another agent, skills, how long the average case takes, so that it's availability also, are we going to get this done quickly?

All of these great things we take into consideration, escalation history, things like that, how happy or unhappy is the customer? Health scoring, things like that, and get it to the right agent.

They cut that from four days down to two days. That meantime resolution is huge. But what they also saw was that, because what we see is escalations typically happen early in the process.

And why is that? It's probably because the right person didn't get the case, doesn't have the right skills, doesn't have the right reference, knowledge, whatever it is. They also saw a 56% decrease in escalations.

Getting the right agent involved super early in the process led to incredible benefits. And when you're thinking about all of those things I talked about, churn reduction, brand loyalty, all those types of things, where you want to create a great experience, so that you're keeping the relationship going and people will say, I'll keep paying these guys.

I'll even pay a little extra, even in a recess economy. Why? Because I trust them. I know they've always, they got my back. Right? Coveo is setting that up and using SupportLogic to do it.

Really cool stuff. Like I talked about Fivetran was really, really, really cool, because one of the cool things, what they've seen is, like I said, they're a product led growth company.

They get a lot of free trials. They got people coming in or they start with a very inexpensive and they start using it and then they start paying more because they get more value out of it. Right?

In that early process, people log cases, because this is mildly complex technology. This is data systems and all this kind of stuff.

What's really interesting is what they saw was if they could analyze these cases coming in with SupportLogic, and then get to the ones and start analyzing, who's asking for what kind of help?

But even just getting to them quickly and making sure that these don't become either escalations or become some issue where the person might say, this isn't for me, getting to them quickly, resolving those issues, they're converting more of those people into long term paying customers.

Is it churn reduction or is it revenue capture? I don't know. But either way it's more money in Fivetran's coffers. But the great thing is their NPS went up because again, and their customer sentiment scores got really solid.

Why? Because now they're analyzing people even before they become customers. When you say, hey, these guys care about me and I haven't even paid them yet, that's an incredibly proactive, incredibly modern support experience that's going to lead to people being customers for life, that's going to build brand loyalty, it's going to reduce churn and it's going to become and you can do it efficiently.

Right? That's really cool. Startup environment with Fivetran, wanted to do more with less, didn't want to throw people at the problem, was able to do some really great things just with a pretty quick deployment of SupportLogic.

A lot of these numbers came within a few weeks and a few months, really, really cool stuff. Nutanix, really simple story with Nutanix, is they big multi- billion dollar plus cloud software infrastructure, all that big stuff, complex stuff.

Right? But they're also had to mature well structured support organization with great CSAT. But the point was, how do you keep your NPS and your CSAT high without a lot of extra effort and a lot of extra cost?

AI and ML to start extracting and ingesting and learning from your customer signals, so you can get ahead of escalations, because no matter what escalations happen and they happen for a lot of different reasons.

But if every 10 cases that might escalate, you can make sure four don't, that's really great. Because what is that doing? It's lowering the burden on both the agents and the managers and the VPs and the other executives who never get that phone call from an angry executive at the customer side, saying, why has this taking so long?

Why hasn't this been fixed? If you can reduce that four out of 10 times, that improves employee morale, it saves money, it reduces churn risk.

It's absolutely huge. And the great thing is if you're responsible for the metrics, you keep the metrics great without a ton of investment, which is really, really cool.

Nutanix are some of those people that comes to us and says, we're doing great. How do we keep doing great without having to put a lot of effort into it? Even if you think you're doing great, you can always do better.

Right? Now, an interesting thing here is, what do these guys all have in common?

Is they really look at us as partners. It's not about just getting some technology and throwing it in, because if this was easy stuff, people would just take AI tools and open source platforms and try to figure it out.

But, no, it's really about extending your support team. Having a company like SupportLogic be almost like an extension of the support team, because you're leveraging a network of data scientists with domain specific AI, ML knowledge.

Think about if you were going to start a project where you wanted to build an AI product that inside a skunkworks or whatever it is, where you're actually going to try to reduce escalations, reduce churn, do all that stuff.

Are you absolutely going to be able to find data scientists with customer support and tech support backgrounds that understand the nuance of B2B language versus B2C, and how an escalation and B2C sounds and looks and is a lot different than B2B?

It just costs so much more, right? And are you going to hire full- time data scientists or rent them in a way? And get dozens of them versus one or two that you're going to hire at pretty high salaries.

Right? It's about getting predictive analytics and actionable insights, again, without salaries. You don't want to build this. We've done webinars. We've had our customers say, we thought about it, and then we found SupportLogic, and we said, nope, because when we did the math, when we thought about keeping data scientists, keeping app developers, keeping all these people on staff to maintain and build and update this, it became exponentially more expensive than starting small, proving the value and then going from there.

And the cool thing is that, one of our sales guy says, it's like we turn your agents into cyborgs and your managers into cyborgs, because we're giving them all of these insights that they wouldn't be able to get on their own and the CRM and the case management systems they're not really built for that.

Right? How do we amplify the effectiveness of every agent and manager for more cost efficient operations? That means a lot of different things. From a manager trying to get on top of the backlog and not having to go look and go into every single record in Zendesk or service cloud or whatever it is, and take hours doing that, doing it in five minutes because they can filter properly across every single case interaction.

Being able to absolutely look at escalations and say, yeah, that's probably going to escalate. Let's get ahead of that. Let's become proactive. Or getting a case in and saying, these guys escalate all the time.

But if I give it to Will or Mary, they never escalate when they actually get assigned to them. So let's move it over to them and maybe reassign a couple cases that they have, so they can deal with this and go there.

Being able to do that, that's huge, right? Because it ensures proactive and a great support experience and it doesn't cost really anything once you've got it running in that regard.

And that's huge benefits. The big thing is retain agents. We want to reduce human capital expenses. If you can use tools like SupportLogic to analyze 100% of the case interactions, rather than when managers are trying to do case evaluations, case reviews, all the agent evaluations, and what are they looking at?

They've got to find three or five cases to analyze against a week, but how do they do that? Again, they go in, they got to start. And they don't know when they start looking at a case. Maybe they could look at the escalated cases, but what are you doing?

You're focusing on the negative. If we can utilize AI, ML and NLP, to actually surface and just silver platter say, hey, here's five or six interesting moments inside the case interactions that are both good, bad, neutral.

This is where they followed the rubric. Well, here's where they could be coached. Here's where they did a really good job and it's worth congratulating. And you're doing that hours after it happened, not days or weeks, so all the context is lost.

That's really huge. Because it shows with the agents, you care, you're engaging with them. That definitely leads to better agent retention, which again lowers human capital costs, increases profit and just brings the ROI inside the support organization higher and higher.

I want to do one last poll. We've got our third poll. If you go over to the poll section over there.

I just talked a lot about what our AI and ML and all those things can do, but I do want to get an idea, again, get the temperature of, are you currently using AI in your support tech stack?

Are you planning on it, but haven't deployed? Or maybe AI is just scary science fiction for you right now. And there's just no plans. Like I said, little tongue in cheek, but just trying to get an idea.

Let's take about 20, 30 seconds, see where we're going here. Votes are coming in.

They are not super surprising as we go. We'll go about 10 more seconds. If you haven't gotten your vote in, please vote now.

I do these silly wordings and sometimes I don't know if people are clicking on it because they think it's funny or they actually are afraid of AI or just have absolutely no to deploy.

About a few more seconds and I think we've got all the votes in. All right, I'm going to close the poll.

Look, what I'm getting here is great news, is that it's in your plans. And that's the right way to be thinking, right? There's a lot of benefits.

And the great thing, is that utilizing cloud solutions, they don't have to be super intrusive. It's not a rip and replace for something like a SupportLogic, it sits right on top of your CRM.

So really cool stuff. So don't be scared if I've got any advice to give. Right? Because when it comes down to it, it's about automating and augmenting support.

Right? Because the cool thing about a solution like SupportLogic and these AI and ML tools, is they can automate out the mundane. There's things that AI can do, you could say, look, when it comes to backlog, you don't want to go in as a manager and go look at every single case.

You just want to tell me which ones should I be looking at, make it easy, serve them up for me, do the work for me. Right? But when those human interaction moments, when the agent is helping the customer, you want them to be optimized.

You want them to have knowledge, insights, context, all those things that you just don't get out of a database like a CRM system.

CRMs are incredibly important, case management tools are incredibly important, they are the transactional, the lifeblood of the support organization, but they're 30 year old paradigms.

They're not always out of the box giving you great insight about the customer if you didn't already put the information in. How do we take all that unstructured data, services as insights for each agent so they can make better decisions, so managers can make better decisions and have better business outcomes every time?

That's really what proactive support is all about. It's getting rid of that mundane, so you can actually be continuous, so that you can actually think and get ahead of it and be proactive, whether it's ahead of an escalation or just thinking, looking at the customer list and saying, hey, maybe let's just reach out and see how things are going.

Because the health score's telling us, they're not using this product, or they had an issue with the upgrade and aligning with customer success or whatever it is, to become more proactive.

That's where it comes together, and that's really the beauty of these modern solutions, right? Because it's not about replacing humans, it's not just about chat bots and things like that, it's really about marrying automation and human optimization to become this easy button and to make your transition to proactive support a lot easier.

So summing up before we go to Q& A. It's critical to brand experience your support experience. Especially for B2B because of how many interactions, what percentage of interactions inside the business happen in support, it's almost like the hidden jewel in terms of finding a great and building a great customer experience, it's building a great support experience.

If we go into a downturn, the customers stay if they're getting great support, but they'll look elsewhere if they're not. Right? When it just comes down to price, what are you going to do?

You have two options there. You're either going to lose the customer or you've got to cut your prices. What does that do? That eats into profits, which makes it even harder to build up your support organization.

It's not a great situation if you don't have great support experience. Human resources are rare and expensive. AI and ML is, we're almost getting commoditized or at least easy to deploy.

And it multiplies that effectiveness and efficiency of every agent. A lot of the polls telling us you're going to have pretty much the same amount of agents you have in 2022 as you will in 2023, you got to do more with less, but you have to do it in an efficient and effective manner so that agents don't get overwhelmed and burned out.

AI and ML is here to help. And at the end of the day, when you look at companies like Nutanix and Coveo and others, people that already get support, and they were doing a great job with it, and they had strong numbers.

It's not just about the status quo. I know in a recession or in post pandemic and all this stuff, we've been through a lot, right? But we still can up level the support experience without a lot of effort.

And that's really cool about the technology that SupportLogic can provide. Like I said, it's that easy button to upleveling the support experience, becoming more predictive, more proactive and more consistent.

It's going beyond the status quo that you're at today with just a little bit of investment. And again, technology's not just your friend, it's an extension of your support team.

SupportLogic, for example, we want to partner with everybody. When I talked about our case evaluation, that was built with one of our customers Snowflake, right?

We're not just sitting here building products in a vacuum, pushing them out there. We learn from you, you learn from us and it's really symbiotic. And the great thing is you tap into a hundred data scientists, not hiring two that may or may not have domain expertise.

It's about extending the power of your support team with a little of investment. For one salary it's like you're adding 50 people in terms of that. So that's the kind of thing, you allow your managers to do 20 times the amount of case reviews that they can do in a couple hours.

That's having two more managers, three, four, five more managers for less than the price of one. It's really cool to be able to extend your support team without having to hire people.

It's really easy to get started. If you want to see this in action, either screen grab, I know we're not able to click, but request a demo. Just remember that, or just go to supportlogic.

com, we've got demo links all over. But there's a really cool tour that you can take. If you go to the second URL, our support operations console is a guided tour with a bunch of popups showing you what we're all about, so you can get a much more visceral experience of the product.

So pretty cool stuff there. Check those out. It's really, really cool stuff. It's really, really easy to deploy. And if you haven't already started using us, definitely start the process of getting a demo or taking a tour and just see how we can help you and turn your support into a more proactive model.

And with that, I want to move it over to Q& A. I think we have some questions. Let me get over here to the questions.

Okay. One is, you talk about all the AI machine learning, I did, guilty, but isn't this a lot to configure? How long is a deployment process?

That's a great question. We're getting better at that for our customers every day, but we see customers, some of them go live in three weeks, 21 days, some about 60 days.

When you think of the old concepts of unwieldy, premise based, even early days of AI platforms, the idea is we're purpose built. So we get escalations, we get all that, and it's about tuning it over time.

So in a few weeks you can get started ingesting the data, start looking at it and start making predictions. And then you tune that over time, so you get more and more accurate in your predictions.

But it's really a few weeks to a couple months at the longest time. Good question.

Next one is, do you need a CRM to use SupportLogic? Today you do. The whole idea is what we do and how you get started is we ingest all of the case notes, the emails and all the things that are attached to the case record in your service cloud and your Zendesk, so many different CRMs that we work with.

And that's how we start. We put the AI, the ML and the NLP on that, to start making the predictions, pulling out those customer signals I talked about. There may be a time where we just pull it from the email or directly from your chats or your voice transcripts and things like that.

But today the way we're modeled is it's about reading those attachments to the cases. The case is the central thing. And that helps us do a lot of things like the workflow, the right back to a system.

A lot of cool benefits of having your CRM integrated with us. And today that's how it's done. Similar question to the first one, how much data configuration is needed to start making predictions?

Well, that depends on your business, but again, it's a few days to a week or so of really looking at your service cloud or your data.

Start ingesting it, looking at the models, running regression tests, doing things like that. It's not a lot of work because on your end, we have our data scientists and others doing that for you.

It's a very white glove experience. Really low risk start in with just saying, I just want to get basic in with signal extraction and maybe escalation prediction.

And we start doing all the work for you. It's really about just giving us access to the data. So not a ton of configuration on your end, that's all happening on our end.

Interesting question. Is this true AI, I've seen workflow and process automation build as AI and ML? This is absolutely true AI. And that's really cool.

Is that what we can do is take case assignment, the really cool thing is where most people will say they have an intelligent tool for case assignment, but it's skills based routing.

And you're setting that. And if you don't update it with this individual's skills that they've added or a new employee all the time, if you're not doing that, it doesn't really work.

But we're learning from the system, we're learning from all that. And it's creating these recommendations based on real stuff that after a while, it does on its own.

Obviously there's set up involved and then it starts to go on its own and learn on its own. That's real stuff. It's really cool. When it comes to escalation prediction, you can self tune and manual tune and do all that stuff.

But it's still using these things that are not based on any workflow or process stuff, it's all from the signals and telling us things. There's multiple factors that are coming in and multiple models.

It's absolutely truly AI and ML. Interesting question. Can SupportLogic sit on top of ITSM as opposed to CRM?

It could. Today we really think that the benefit of what we do is to the customers. And what we see is ITSM, while there's customers, they're typically employees in your company.

If you escalate an employees issue, will they churn? Well, maybe they might quit. I don't know. So maybe you could use it and there would be some benefits, but today we really position it really around the CRM because it's so important to keep those true, let's call them customers, as your paying customers, your SaaS customers, those relationships going strong.

So that's why we think of it as a CRM, but a lot of times those data models are similar, so it could be done and we probably will have those available as we grow. We're still in startup at the end of the day, and we integrate with a big handful of the CRMs, but maybe on a custom way we could probably do with the ITSM.

Right? Interesting one, you mentioned case reviews being up to 20% more efficient or 20 times more efficient.

Can you explain that further? Well, what we learned when we were building, testing and developing our ACE product, like I said, the automated case agent evaluation, because managers in order to do these evaluations had to manually go in, go into say, Zendesk, go into service cloud, open a case, read it, often not find anything, go to the next case, read it, not find.

Here's an interesting one, cut and paste it into Excel spreadsheet, do other stuff. Since we're doing this in this nice, easy guided environment, right inside the application, it's all in line, it's served up, they don't need to search the cases, we do it across 100%.

Right? So it's all this they could do, some even said they could do 50 more reviews, but I'm being conservative saying 20. If you were doing three cases to review per agent and you manage 10 agents, and that takes you like 10, 15 hours out of your week, it's taking much less time now.

It's only taking a couple of hours. They say they can do 20 case reviews in the amount of time it took them to do one, which is really, really important. Right? When you think of, you want your managers engaging with the agents, you want them solving important problems, not doing the mundane busy work of getting the reviews ready.

You want them to think about the reviews and you want them to put thought into it so that the agent feels valued and get something out of it. It's really important what we're doing there.

Like I said, Snowflake was really ecstatic when we started building it, because they said, look, not only are you looking at 100% of the cases, but you're just giving so much time back to the managers so they can spend that time on more important things than the drudgery of just opening up a case, reading it, nothing here, drudgery.

Same thing with our backlog management, you can manage your backlog so much faster, so much more effective with smart filtering and using the AI and the ML, the NLP to find the right things, rather than looking for a needle in a haystack by opening up a bunch of cases.

One last one, and then we're going to close, because we've gone almost an hour here. When the AI's reading the ticket contents, is it single threaded? For example, if we get five tickets simultaneously, how does the AI work and how long does it take to process?

Okay. Essentially you can set that as much as you want from five minutes to 15 minutes to start running it.

We'll get closer to real time on that. But the idea is it's constantly running on that, on your settings. It can absolutely start running, start analyzing different tickets from different companies, that kind of thing.

And bringing that together and making all different types of predictions against that. It processes extremely quickly, but you can set it up to run, to push the alerts, whatever you want to call them, notifications, recommendations every five minutes, every 15 minutes.

Because today it's mostly managers that are getting, say an escalation prediction, and things that don't happen every second. So five minutes, 10 minutes, 15 minutes, things like that.

That's when we process and push the updates. These are all great questions everyone. I want to thank you.

If you haven't, check out the demo, check out the product online on supportlogic. com.

Great questions. Thank you so much. And we'll see you next time.