Delivering a Proactive and Predictive Support Experience - How to Really Do It - 8x8

## **Vanessa Lucero**

Hello everyone. And welcome to today's webinar, Delivering a Proactive and Predictive Support Experience: How to Really Do It, brought to you by Technology And Services Industry Association, and sponsored by SupportLogic.

My name's Vanessa Lucero, and I'll be your moderator for today. Before we get started, I'd like to go over a few housekeeping items. Today's webinar will be recorded, a link to the recording of today's presentation will be sent to you within 24 hours via email, audio will be delivered via streaming.

All attendees will be a listen only mode and your controls, including volume, are found in the toolbar at the bottom of the webinar player. We encourage your comments and questions, if you think of a question for the presenters at any point, please submit through the after question box on the top left corner of the webinar player, and we will open it up for a verbal Q& A portion at the end of today's session.

Lastly, feel free to enlarge the slides to full screen at any time by selecting one of the full screen button options, which are located on the top right corner of the side player.

I would now like to introduce our presenters today. John Ragsdale, distinguished researcher and vice president of Technology Ecosystem for TSIA.

Nir Galpaz, vice president of technical services and support for 8x8. And Joe Andrews, chief marketing officer for SupportLogic. As of all of our TSIA webinars, we do have a lot of exciting content to cover in the next 45 minutes.

So let's jump right in and get started. John, over to you.

## **John Ragsdale**

Thank you Vanessa. Hello everyone and welcome to today's webinar. We're talking about a proactive and predictive support experience, and I wanted to open what the few slides about really redefining what proactive and predictive means.

Historically, in an on premise world, proactive support typically meant monitoring remote equipment and remote implementations to detect possible errors that could indicate something like maybe a part was about to fail, or maybe they were about to hit capacity at a software implementation.

And if you were monitoring this, usually through an IOT plugin, you would get a rule firing to give you a clue that something would happen.

Well today, we're going to really redefine what proactive and predictive means because, not only in a cloud world is all of that information about what's going on in a customer system easily available, in fact, it's sitting on your server, but we now have new artificial intelligence and machine learning that can start becoming much more sophisticated in understanding what's happening with customers.

And I wanted to also talk about really a new way of looking at this, it's not just about error situations on equipment.

We've seen over the last couple of years that some of our members have started getting really sophisticated in mining the customer journey by looking at hundreds or thousands of examples of the journey that customers have taken, analyzing the support issues, all of their renewal information, all of the CSAT data, et cetera.

They started to become very sophisticated at looking at a particular customer, comparing it to every customer that came before them and starting to understand how every little issue along the life cycle of that customer ultimately is going to impact long term profitability.

So I'm sure you all know what correlations mean, but we're talking here about positive and negative correlations. On the positive side, you have things like high CSAT scores, low customer effort, self- service success and on the negative, you have things like outages and escalations, abandon rate, high reopen rates.

And what we need to understand is how these activities equate to the business outcomes that we care about, things like renewal rates, expansion selling, referenceability of a customer.

So that is where we are saying that initially companies who happen to have a really strong practice in analytics and a big team of data scientists started doing this but what we're talking about today is these capabilities are now becoming accessible to everyone without a box technology, and you don't need a team of data scientists to implement it.

So one of the correlations that TSIA has found as an example is, in every case, high satisfaction with support equals higher contract renewal rates.

And the contrary is also true, low satisfaction definitely is a clue to lower contract renewal rates.

So assuming that this, according to our data, is applicable to every company out there, then what you need to really understand is what is driving high satisfaction.

And I'm going to share some correlations on that in a moment, but for every company it's going to be different, depending on the industry you're in, the product you're in, I think that geography definitely has some different implications on what CSAT is considered.

Some examples of things we have found looking at annual and transactional CSAT, no surprise, first contact resolution, faster incident resolution time definitely impacts it.

It's lowering the time the customer's inconvenience, it's lowering the effort involved for the customer so these are really logical, but what you need to understand is which of these really applies to your environment and identify the most impactful metrics that you need to move.

And that is really going to help you prioritize where you should be investing in people, process and technology to impact the specific metrics that can have the overall largest impact to your desired business outcomes, like renewal rates and expand selling, et cetera.

So I like to speak of this sort of as a continuum of customer journey analytics, and I think the reality is most of us are stuck in a very reactive mode.

You get the report for what happened in the support center last week and say," Wow, we had a really lousy week, what should we do about it?" It's too late to go back and fix those satisfaction issues.

If we move toward more of the proactive it's looking for signs that we know are clues that this is going to be a problem, or perhaps this will be escalated, but it's always based on a specific thing happening.

And again, it may be a little too late in the cycle to completely prevent a negative outcome, but leveraging analytics and machine learning, we're becoming much more predictive.

And this is not just about signs that is a specific customer, it's looking at the historical patterns of all of your customers, and you can start to see some early warning signs in this customer before anything negative happens that you can really step in and prevent ultimately a lower customer satisfaction score or whatever the metric is that you're trying to move.

So we've always talked about moving from reactive to proactive, but with the availability now of out of box capabilities and more technology platforms, we can really take it to the predictive area.

And until now this has really been something just in the realm of pace setters, but as we're going to see from our case study today, this is now something that is available, again, without a huge team of data scientists on site to make it happen.

So I was trying to find some data on where companies are in this continuum, the closest data point I could find is from a session that Vele Galovski, our head of services, support, and field service research teams.

This is from a session that he did at one of our online conferences and he found that 92% of companies say that they're doing reactive reporting, basic usage reporting, no surprise.

29% of companies said they were doing some predictive insights, 12% prescriptive insights, which means not only knowing what's going to happen but telling the support technician what they should be doing about it.

So less than a third of technology firms are really leveraging these predictive or prescriptive insight and that's really a shame because, again, in a cloud world, all of this data is at your fingertips on your servers in your data center and if you aren't taking advantage of it, it's really a lost opportunity.

So how hopefully that helps you understand how proactive and predictive is really available for a lot more activities than just parts about to fail.

And with the advent of more artificial intelligence and machine learning, it's something that is going to surprise you with just how insightful it can be.

So with that, I would like to turn things over to our first guest speaker today, Nir Galpaz is the vice president of technical services and support for 8x8.

Nir, take it away.

## **Nir Galpaz**

Thank you very much, John. And thank you, TSIA and SupportLogic for hosting me here. I joined 8x8 about four months ago, I spent the last 25 years in the support industry and the last six or seven in the industry.

And 8x8 is a great company, we're a publicly traded company and we're leading the world with our XCaaS which is unified communication complex center and the modern office.

With that being said, what I would like to discuss with you over the next few minutes is really our transformation and journey and how are we working together with SupportLogic to improve our customer experience.

So our strategy here at 8x8 is to create a customer experience as a competitive different trader. The first slide will take you through what are we aiming at the global level at our chief customer officer level and we're looking at proactive customer experience, unified customer experience, listen to our customer and get feedback to drive changes, scaling and simplifying.

I think all of that resonate with most of you because, as you all know, in a cloud world, simplicity and ease of doing business is the key.

In my realm, in my world in support, we're focusing on four major pillars. First of all, reorganizing the team in an optimal delivery way. There's multiple data, different ways to deliver service and support, what I found out that we have some optimization to do and really make sure that we have the right skill set in the right location.

No longer just serving our customers based on their tier, based on their payment, but really trying to focus on first call resolution because it's directly correlate to CSAT, as you've seen from John description before.

The second topic is really streamlining escalations, escalated cases, escalation situations are not good for business. They're not good for customers, they're not good for us as a business.

So streamlining it, making sure that things are flowing according to natural progression of those cases is a key thing for us.

Establishing digital and self- service roadmap for our SMB clients. Well, let's face it, we have two major clienteles. We have our large enterprise, they require different type of service from our small and medium businesses that requires a much more hands on service.

Digital self- service roadmap is critical to be able to figure out the economic and provide good customer experience for those SMBs.

And last but not least, it's really hard to keep customers satisfied when there's no established SLAs. When you have some expectations and the other partner had different expectation, this is prone to errors, this is just a recipe for disasters.

So putting those things out of the open, making sure that our clients, our partners are in line with what we are able to do and what we're striving to do is key.

So we always had this notion that we want to go forward and move away from being just reactive and try to be more proactive than eventually predictive.

But how do you really do that? So I want to build on two of the concept that I mentioned earlier, streamlining escalations and building SLAs, and share with you some of the challenges that we had and why we decided to go the route of artificial intelligence and specifically SupportLogic as our partner.

8x8 as a company, we have more than 50,000 customers, we have around 20, 000 support cases every month and we operating out of eight global customer service offices.

That's a relatively large volume and that's a large scale operation. We just had too many escalations, escalation as we already established may cause churn, may cause unhappy customers.

Growing number of urgent escalations that defer you and drives you away from what your real goals are. We had some loose SLAs, it was really unclear who's supposed to be doing what and when, and we were really focused on lagging indicators, the traditional CSAT and NPS.

Let me explain what do I mean by lagging. When you focus only on your CSAT and these analysis, you're taking to the equation, only cases that are already closed, this is after the interaction happened.

Your ability to go and influence the course of this case is over. We were looking to try to find early indicators that will help us improve our customer satisfaction.

So we were looking for some leading indicators, rather just the lagging. So we were looking for some leading indicator to help and understand customer sentiment and being able to direct our resources accordingly to get better results.

So we decided to work with SupportLogic and the approach and the timelines are as highlighted here. We selected SupportLogic based on their skills and ability to perform and feedback we got from some other clients.

We did a 30 day limited pilot where we evaluated the sentiment analysis focused only on a very specific high touch customers and we were relatively satisfied with the results.

With that, we decided to move on and roll it out across our entire install base and right now we are in this process of evaluating, analyzing the data and understanding what is the right way to use this very powerful tool.

But at this point, SupportLogic is analyzing and providing us indicators on roughly 20,000 cases every month. And then of course, once we satisfied with the first rollout, we'll expand and use the machine learning and AI engine for some other use cases.

So what does SupportLogic really bring 8x8? SupportLogic brings me and my team the insight that will help us avoid some escalations.

It provides us the ability to predict and give us in real time, and the key here real time, it's not after the case was closed, is during the life cycle of the case, it tells us the voice of the customer.

Without the customer need to request for a manager using our hotline for escalation, the sentiment analysis flag it out, send it to the individual case owner as well as his manager and the manager can take actions at the moment.

And they have the ability to course correct the case, find the right mid level and agree the customer on the right outcome.

We know there are two main levers on our customer satisfaction, one of them time to resolution and of course, the other part of it is the product issues.

Well, product issues are part of something you'll find in every company, no product is perfect, and we have great relationship with our engineering and we'll continue to work with them to improve the product, improve the product supportability and of course add the right features.

But time to resolution is critical component, and by being able to analyze the sentiment, we're able to focus, realign, as I mentioned on step one, the team to provide first goal resolution in a higher rates.

We also learned very quickly that enterprise escalations are very loud, they go directly to our executives. Small medium escalation is just a huge sheer of volume that just go throughout the organization and if you don't take that under control, you will be unable to focus on your core focus area of your team.

So where we are today, we are able to see that metrics are tracking and starting to start to track in a positive movement. Unfortunately, we're just at the beginning of this journey.

I believe that in a quarter, two quarters from now, I'll be able to give an update and provide better numbers and statistics, but we see a very good rate, actually around 90%, of prediction rate, meaning that SupportLogic tools give us true early indication on case set that are growing and about to escalate.

Now, the second part of this equation, of course, you need to have the support team going through this transformation and going through this mind shift from being completely reactive into proactive mode and acting according to those predictions.

And if we combine both, we have a unique opportunity to improve our escalation ratio by multiple percentage. So I do foresee that within the next few months, we will able to be so much more proactive, being able to address customer sentiment as they go, rather than when things are over with that.

I would like to bring Joe, the chief marketing officer for SupportLogic. The floor is your Joe.

## **Joe Andrews**

Thank you Nir and thanks, John, for having me. SupportLogic is proud to be a TSIA partner and a sponsor of this webinar and we're also extremely proud to partner with Nir and the 8x8 team to help enable this story.

SupportLogic helps companies understand their true voice of the customer and in that effort, we also help them transform the role of support. Our founder and CEO Krishna Raj Raja was a support leader at a fortune 500 technology company and he observed firsthand that customer interactions have the potential to yield great information that can help you serve the customer better, but often the systems and tools aren't equipped to let you fully act on it in real time.

And we've heard that here today. In my technology career, and it's mostly been on the marketing side, I've seen a lot of systems and tools evolutions.

Earlier in my career, I actually really worked in support operations, I did customer surveys after the case closed to measure first call resolution.

I also observed that we missed a lot of those customer signals during these interactions. So when I first learned about SupportLogic and the value that it provides for our customers, I immediately got it and I was very excited to join the company last Fall.

This animation shows what SupportLogic does at its core, which is to process and analyze all of the structured and unstructured data that comes through support tickets.

You see in the middle, what's typically captured with just a ticketing system, status, priority, type, reason. This metadata is useful, but it's really just a partial picture.

There are so many rich signals that come from the unstructured data, if you only had the ability to process and analyze it and that's what SupportLogic does. We use natural language processing to mine the signals at scale and then surface insights, like whether a customer is frustrated, or confused, whether an agent is being helpful and empathetic, or just getting in the way of solving the issue.

Furthermore, SupportLogic scores the health of the customer and whether they need immediate attention, their sentiment and also the agent interaction. Finally, SupportLogic makes predictions that you can act on immediately, like the likelihood a customer will escalate or even churn, and also recommends the best agent for the case based on a number of factors.

This is actually what a support manager sees in SupportLogic, all of the cases are either at risk of escalation or have already escalated. They show up in this Kanban style view and you can see in the upper left that the factors that SupportLogic AI uses to predict the escalation, it can be urgency from the customer, case history, activity or other signals.

The predictions are also based on the entire customer life cycle, not just the most recent interaction. The manager then prioritizes the case, assigning it to the best agent to help or pulls in other subject matter experts to swarm and fix the issue.

They can also alert other internal stakeholders who can help the customer, account managers, CSMs, product managers, executives. So in this case, SupportLogic acts as an early warning system augmenting your system of record to help you predict and proactively address customer escalations, reduce case backlog and ultimately protect revenue and maximize customer lifetime value.

And we're very proud to partner with 8x8 on this journey, as Nir said, it's early, but they're off to a great start. So I'll turn it back to you Nir and you can talk about what's next.

## **Nir Galpaz**

Thank you, Joe. So what next for us? As we continue this transformation and using the machine learning, we would like to use SupportLogic across all of our channels, not just across our case in CRM management but also combine it with our best in class contact centers software.

We'll able to analyze all of our voice interactions, chat interaction and so on, and then tap it in into our social media and every other signal we get.

The more we analyze, the more we learn, the more we listen, the better predictive we will be over time. Using all of those tools, as I said, requires a second hand.

The second hand is the managers, it's the coaches, it's the QA management and being able to feed it back to the agent, to the engineers consistently and get them to be better at what they do.

Only with these two things together, we can really get better. And then last but not least being able to really understand how is that affecting our cost? How do we get better?

How much of all of that work really correlate to account health and less of churn? So there's a lot of things to build on top of what we currently doing. But as Joe said, this is just a great start and I'm looking forward this journey and to see what else we can do together.

## **Vanessa Lucero**

Okay. Well, thank everybody, all of our speakers so much, and we've got ample time for Q& A.

So since we have so much time, just a friendly reminder, if you would like to submit a question, please enter it in the ask a question box in the top left corner of the webinar player.

And we'll get through as many questions as time allows. That being said, we already do have quite a few in cue so I will jump right in. And our first question I believe would be to you Nir or possibly Joe.

Amanda asked," Do you have best practices around escalation management and escalation manager, huddle of multiple teams, et cetera.?"

## **Nir Galpaz**

Well, Amanda I think that's a great question. So the answer is yes, and it's all of the above. So there are best practices and throughout my career, I've done lots of different escalations and went back and forth between the right and wrong.

And I would say, there's no right or wrong, it really depends on the volume, it's depend on the company, the culture and everything that goes with it. One thing that I will say that I'm a firm believer is that most of those escalations are what I call high velocity, they're very tactical in nature.

90% of them are around a single case that is not being responded quick enough or good enough and you can fix it on the fly.

The responsibility to fix those issues should be within the first line managers. So rather you have an escalation manager that just run the program, the follow up, filling the burden of those escalation is critical to push it down to the first line managers, because they need to coach their engineers and agents to make sure that they don't have this repeating offenses.

So to your question, you can have all of the above but my firm belief is that you need to push it as close as possible to the root cause and the root cause is usually case management 101 and this is the role of the supervisor or the first line manager.

Next question, please.

## **Vanessa Lucero**

Our next question comes from Petra and they ask," How does this help with new customers where there is no existing data?

How does SupportLogic predict in this case?"

## **Joe Andrews**

Yeah. Great question Petra, thank you. So, first of all, SupportLogic has this great aggregate set of data from many companies where we've predicted escalations, so there are benchmarks.

For example, the natural language processing engine can read certain phrases as you saw on the screen that are correlated when you see the occurrence over a period of different cases, different time periods related to certain activities, it's correlated to result in an escalation, the likelihood of an escalation.

So that's where we start, but then for each customer that SupportLogic works with, we look at their own data set. So the first period of time during the pilot, and we did this with 8x8, is we ingest their historic support data, their tickets, the client can select whatever period of time they want, whatever range of data.

In 8x8's case, they selected just the tier one high touch cases, but you could select every case. And we use that period of time within usually the first 30 days to how the benchmarks match up against your data set.

And then we fine tune the ML model because every company is different. And that's where our high touch approach helps your company figure it out.

Now, in the case where if you don't have any historical data, then the best process would be to let the at the engine run for a little while and then have us simultaneously review those results and make some fine tune adjustments to the ML engine.

But a best practice would be to bring in some historical data and then fine tune it from there.

## **Vanessa Lucero**

And Joe, I'm going to touch on this next question really quick, also for you.. Chris asked," What languages are supported with SupportLogic?"

## **Joe Andrews**

Yeah, great question. So today it's English, we find that the vast majority of cases are actually submitted in that language.

We do have plans to expand over time, but that's where we're focused today.

## **Vanessa Lucero**

Okay. And our next question, I think also this would be for you Joe, is from Anthony and they" ask," How real time is the manager dashboard in SupportLogic?

If a customer email's inbound upset with the support request, how long will it take for the manager to detect that?"

## **Joe Andrews**

Yeah, good question, Anthony. It's as real time as you have access to your underlying ticketing system. Everything that SupportLogic pulls in comes in through that. So if you see the email, you see the ML assessment of it and the prediction that appears almost real time.

So if you have a case that has several interactions going back and forth between a support manager and the customer, you see the emails that come back, basically, immediately and you can act on those immediately.

And so when you saw that Kanban board, that gives you the ability to see all the recent case interactions and to take action on that case.

## **Vanessa Lucero**

Okay. Our next, I believe will bring Nir back into the conversation, it's from Ginger and they ask," How do that time to resolution and product issues were the key drivers of your CSAT?"

## **Nir Galpaz**

That's a brilliant question. So part of the thing that we are doing here at 8x8, we're really focusing on the voice of the customer program and we are using various tools to survey our customers.

As I said, as a lagging indicator at the end of every, not every, but there's a module there that sends survey to customer once they close a case.

When a case is classified as unresolved or any result which is on under six or below that we consider a dissatisfied customer, another case is created, assigned to the support engineer manager and the manager is required to do what we call closed loop.

He needs to go back, analyze the case, talk to the engineer, call the customer, have a conversation and then at the end of the process, make sure he document what was the root cause for the escalation and what are the corrective action he going to take to make sure this is not going to happen again.

And when we correlate and look at all those root causes for all of those escalated cases over the last few months or quarters, we easily figured out that the two big pockets of reason for unsatisfied customers were time to respond and product issues.

## **Vanessa Lucero**

Okay. Our next question is, let's see from, I'm going to butcher their names so I apologize in advance, and they ask," What are the challenges you have come across while moving from reactive support to predictive or proactive support model?"

## **Nir Galpaz**

That's a good question. So first, I'll be very up front here and say we're not there yet, this is a transformation, it's a journey but I see the light at the end of the tunnel and I think we have the tools to move the needle over there.

Well, the challenges are some of them we've said, and we were mentioned, it's the volume, right? It's a big running machine. As I said, we have 58, 000 customers, even more, that translate to millions and millions and millions of end users and there's just, sure enough, a big volume that we need to deal with on a daily basis.

Now, when you have a humming running machine trying to change a course and direction is always going to be challenging and the challenges for will be across all the typical thing, which is people, processes and tools.

But if you have a vision and you can relate this vision to your leaders and to your organization and the team, and they see the value of where we want to go, which is exactly what we share is our mission to be proactive and on top of it, to create the customer experience as a differentiator, most people will find the strengths, the ability to work it and go through it.

But the challenges are vast and it's all around with the tools, with the people and the processes.

## **Vanessa Lucero**

Okay, next question is from Mohamed and they asked," How is customer data that's included in tickets protected when using the tool?"

## **Joe Andrews**

Yeah. So I'll start and then pull in Nir. SupportLogic basically acts as an extension of an abstraction layer for your ticketing system.

So much in the same way that customer data is protected when it's in a ticketing system, it's treated very much the same way in SupportLogic. So it's confidential information, it's restricted to whoever needs access to it within the company.

That does not leave, in fact, we have clients who use a VPC, virtual private cloud architecture, and we follow all of the InfoSec requirements and guidelines required to protect that data.

But I'll defer to Nir as well because the second part of that question is about how did you look at it and justify the use of it in terms of security and privacy for your data at 8x8?

## **Nir Galpaz**

That's a tough question. I would defer, I can't answer that because I just don't know the answer, but it's a very legitimate one.

## **Joe Andrews**

Fair enough.

## **Nir Galpaz**

I prefer to skip that one. Security or just sensitive type of conversation, definitely on a public form, so I'll be having to answer that on a different form.

## **Vanessa Lucero**

So the next question comes from Janelle and they ask," What do you recommend as a ticketing system for a company of 300 people that SupportLogic can also support?"

## **Joe Andrews**

Yeah, I would take that one offline, unless John wants to answer it, but there are a lot of potential suppliers out there, certainly that SupportLogic works with, but just more broadly in the market.

And that would be a good one- on- one follow up conversation we'd be happy to have. I'll also say, just for the purpose of folks in the chat, there is a link on the side of the resources where it says one- on- one with SupportLogic.

So if you click that, you can actually book time with us. We're happy to take some of these questions offline. There are a lot of sort of very technical questions and questions about how it will fit for your situation.

So for the purpose of benefiting everyone in the audience, we can take some of these offline as well.

## **Vanessa Lucero**

So the" next question asks," Do you have any similar use cases where your algorithm could predict the customer intent and customer point in real time, maybe based on a few clicks?"

## **Joe Andrews**

I'm not sure I follow that one, it sounds like it's about predicting customer intent and pain point. At the core that's what SupportLogic does, we ingest all of these signals and then we make predictions.

So today, the primary use cases are focused on predicting escalations, but also reducing case backlog. And in that process of reducing case backlog, support engineers and agents are addressing those pain points in, I wouldn't say real time, but more real time.

And then in the future, there will be additional use cases around being able to act on customer needs coming from the customer sentiment signals, but that's where we're focused today.

## **Vanessa Lucero**

Okay. So Louise asks, probably best answered by Nir," What challenges did 8x8 by face during the implementation and pilot of SupportLogic?"

## **Nir Galpaz**

That's a good question. So for full transparency, I wasn't here. So maybe that was one of their challenges, they needed me at that time, but I wasn't there. But I think that there was no too much of the challenges, relatively straightforward work.

As Joe mentioned, there's a straightforward integration between Salesforce, which is the main CRM tool we using right now, and SupportLogic. And the team was working really close, we have weekly calls right now to just look at the status, make changes and tunings.

So I don't think there was any real challenges as we were building the project and there's definitely no major challenges right now. It's just a regular course of just getting a new tool into our toolkit, it's process.

## **Joe Andrews**

Yeah, and I would offer one thing that you've shared previously with us Nir, and that's at the end of the day, this is a system, it's a tool. It's a very intelligent one, but the larger change management, I wouldn't say hurdles, but necessary changes are really around people and the processes.

And you guys at 8x8 are doing a lot of heavy lifting there and we applaud you for that and we're happy to partner with you on the technology side, but that's where a lot of the heavy lifting is to really get better as an organization.

## **Nir Galpaz**

Yeah. And I would like to add on that. Again, as much as we talk about tools here, the most important part is to get the organizational alignment and the cultural shift from reactive to proactive and predictive.

Because the tools are just tools, they'll give you different lights and indicators and lots of other things but the tool by itself cannot go back to an unhappy client and say," Hey, let me fix this for you." Not right now, maybe in the future, but currently those tools are providing you some very good, intelligent that you just need to take actions.

And getting the entire team running around it and understanding that they're not only fix resources, that's where you spend most of your time and this is the real challenge.

## **Vanessa Lucero**

Let's take one last question then and this comes from Jonathan and they ask," How do you measure the value of SupportLogic?"

## **Joe Andrews**

That's a very good, do you want to start with that one-

## **Nir Galpaz**

Yes.. Yeah, of course. So I think the end goal here is really, as we said, really not just... Let me put it this way. If we can only predict and we cannot take actions because of lack of accountability or ownership on our side, then there will be no return on this investment.

But as I said earlier, this is a true partnership, it needs to get these two pieces together. And if the story that we telling here will come to fruition, meaning the predictive information and intelligent will come from SupportLogic, the support team takes those indications and go back to customers, make them happy.

The return of investment should be very quick because our customer satisfaction will go up. As you saw in some of John's first slides, happy customers are less to churn, happy customers are more in line to recommend your company to others.

And those aspects are extremely important for us. In addition to this, if we get better and more efficient in the way we work, there's less back and forth because we're able to resolve things on the first call then I will argue that my supporting will be more efficient.

That would means I need less people to do the same amount of work. So there's very different ways to measure it, it's not necessarily going to be a hard number, but for a company like ours, like a SaaS company that is based on subscription model, keeping customers happy directly correlate to their chances to churn and churn is the biggest lever we have a part of booking.

So if I can influence churn in, that's the return on this investment and it's by far much higher than what the cost of this tool is.

The potential is huge.

## **Joe Andrews**

I can't really top that Nir, I think you said it. There's some hard cost ROI metrics around escalation reduction and also the OPEX around the support operations, but ultimately it's about retaining customers, expanding relationships, having higher lifetime value and that's what we see across all of our customers.

So thank you for sharing that Nir.

## **Nir Galpaz**

Absolutely.

## **Vanessa Lucero**

Okay. Well, I know we still have quite a few questions outstanding that we weren't able to answer here live, but we will make sure to follow up with you personally.

Please, don't worry, we have not forgotten about you. And since we have come to the conclusion of today's live webinar, just a few quick reminders before we sign off for today.

There will be an exit survey at the end of today's webinar, please take a few minutes to provide your feedback on the content and your experience by filling out that brief survey. And a link to the recorded version of today's webinar will be sent out within the next 24 hours.

I now like to take this time to thank our presenters, John, Nir and Joe, for delivering an outstanding session. And thank you to everyone for taking the time out of your busy schedules to join us for today's life webinar, Delivering a Proactive and Predictive Support Experience: How To Really Do It, brought to you by Technology and Services Industry Association and sponsored by SupportLogic.

We look forward to seeing you at our next TSIA webinar. Take care of everyone.