

CASE STUDY

A complex ecosystem of ticketing tools, communication channels, social media platforms and customer service Systems made it impossible for our client to have a truly 360 degree view of the customers' experience. We launched Iridias, real-time global listening system that identified emerging issues, kept sales teams updated about their accounts, measured customer sentiment across many channels.



Architecting your future.

"The best customer experience is one where you prevent events from happening before customers are affected by them. Iridias is a world-class solution that transforms the insight of teams across the enterprise."

Michael Callahan
Director, Blueprint
Consulting Services

The Summary

Our client had recently launched a pivotal cloud-based productivity suite for their business customers. Not only was service reliability a growing challenge, but the customer service and operations teams weren't aligned, sales people were frustrated by a lack of insight into their accounts' interactions, and customers were creating redundant issues across customer service, internal ticketing tools, email complaints, and posts on social media. We designed a cross-channel tool called Iridias that solved each of these problems, shifting the company from reactive, complicated and labor-intensive methods of addressing customer issues to proactive, simplified and fast.

The Problem

Our client had many internal tools tracking customer issues, had not invested in monitoring social media, and was struggling to scale their services in a way that promised service reliability and proactive customer engagement.

Service Interruptions Took Too Long To Find and Fix

When service was interrupted, internal systems weren't identifying issues quickly enough. Customers were often on social media venting about a service being down before the company knew an event was occurring.

Too Many Tools Created Excessive Noise and Few Signals

With each internal team deploying their own set of ticketing and monitoring tools, none of which communicated to each other, our client's internal teams struggled to even gain agreement on what constituted an event, much less a repeatable method for resolving events.

Sales Teams Lacking Critical Insight

Without any single dashboard or alerting system to give them insight into their accounts' experiences, sales people often walked into a hostile client environment where email was not flowing, and calendars were unavailable. The sales team was challenged with retention issues because they weren't armed with the right data in real time.

The Blueprint Solution

During several discovery sessions, we analyzed the tools, data, process and policies for customer engagement across the product offering, and proposed the development of a global listening, early warning and alerting service for events impacting the customer experience. We then developed the system, aggregating data across disparate sources, creating field-friendly dashboards and alerting systems, and helped the teams build a high functioning, cross-company set of policies for event management.

Results

Iridias has had a dramatic impact across dozens of teams and thousands of employees, improving customer retention rates, reducing the impact of unplanned events, improving service availability, and reducing support costs.

To find a solution that's right for your organization, and review other success stories, please see the Blueprint Consulting Services website (www.bpcs.com).