

SupportLogic

Intelligent Support Platform™



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ENTERPRISE SUPPORT CHALLENGES



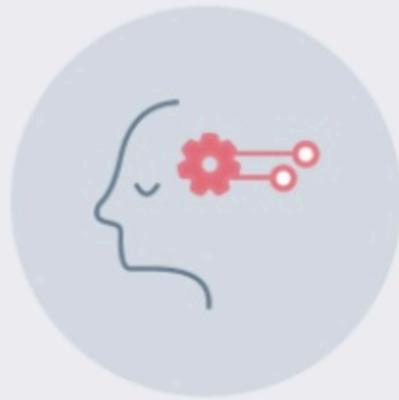
Garbage in, Garbage Out



Firefighting



Data Silos



Tribal Knowledge

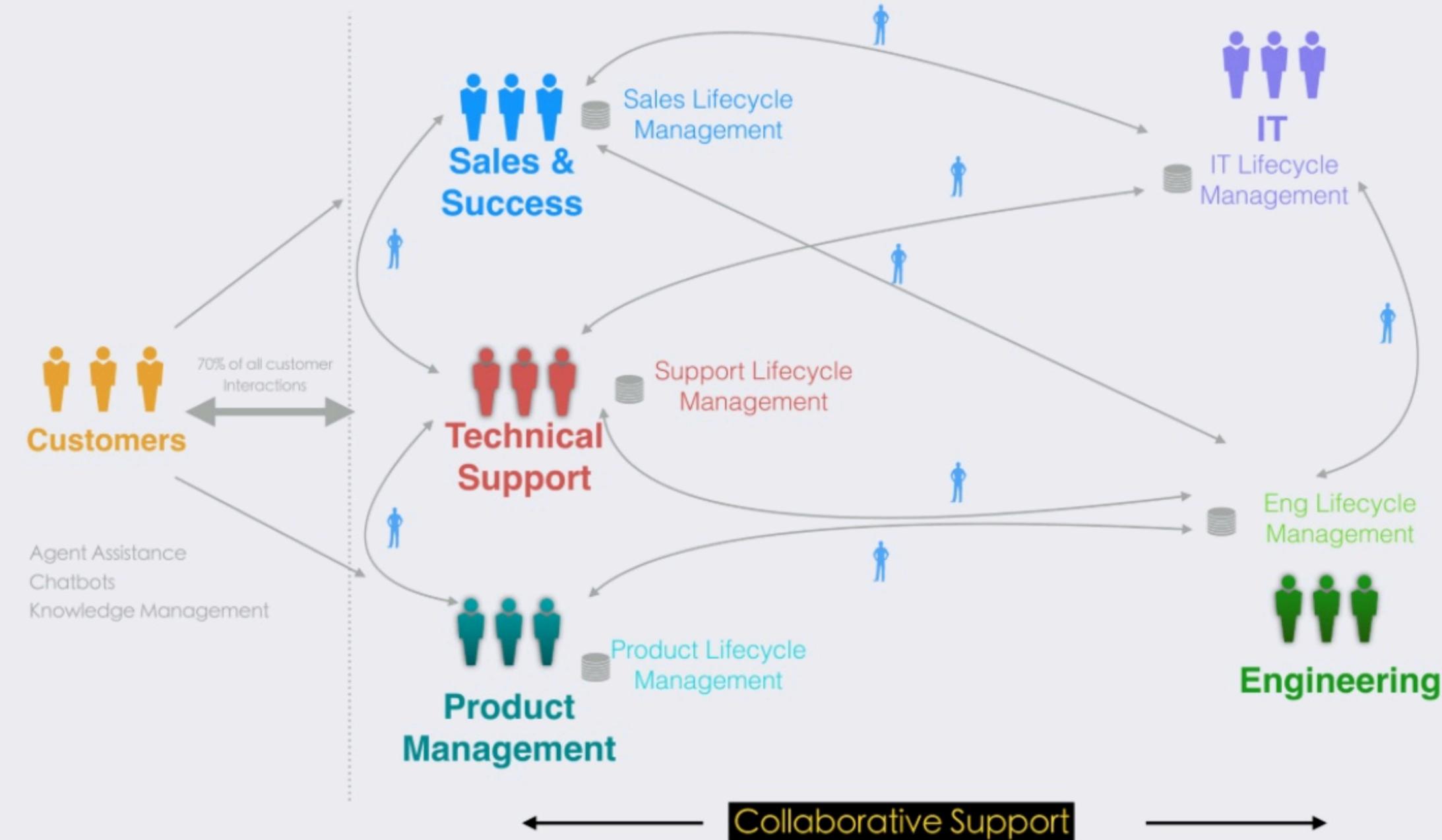


Numbers Game



Complex to Influence Change

SUPPORT HAS BECOME COLLABORATIVE



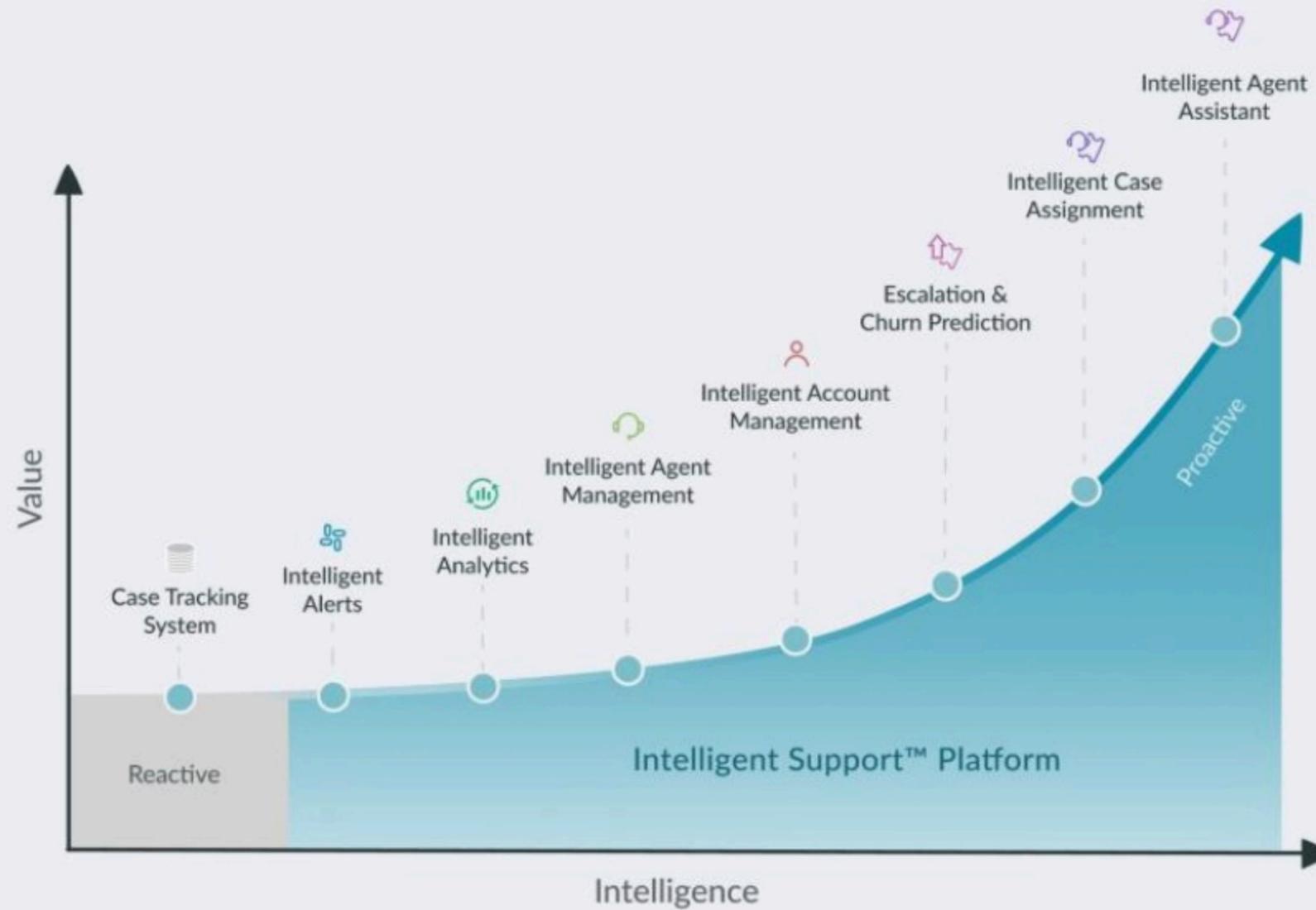
- SILOed, reactive and metadata-driven support doesn't work anymore
- Product, sales, engineering team needs to be nimble. Visibility and collaborative workflows between teams is key
- Modernizing support to protect existing business and expand renewal has become CEO's top priority

INTELLIGENT SUPPORT PLATFORM

Extract signals from structured and unstructured data.
Maintain context across conversational boundaries.



GO BEYOND SYSTEM OF RECORDS



EXTRACT SIGNALS FROM UNSTRUCTURED DATA

I just received a "Max UDID reached" message trying to install Docker beta on my production instance. I'm trying to test the Docker Windows beta and have installed as follows:

- 1) On a Windows VM running on my Mac (sharing drives does not work.)
- 2) On an three year old Acer laptop (sharing volumes does not work.)
- 3) On a new Windows Surface Pro 4 (sharing volumes does work, but the machine isn't really development-capable.)
- 4) On a new Windows Surface Book (received the Max UDID reached message.)

I bought the machine in step (3) last Friday, and traded it for the machine in (4) this afternoon. So, I will be doing no further testing on machines (1) - (3), and can't activate Docker on machine (4) -- the one I'm currently using.

Can you help? I'm frustrated and this needs to be resolved ASAP, otherwise we will have to move to coreOS rocket container. Please resetting token shouldn't be this difficult. (And yes, I've reported the issues found.)

Thanks,

Jim

Context

25 Customer Score New account Partner Churn Risk

35 Sentiment Score 28 Attention Score Likely to be Escalated >

Signals

Sentiment

Frustration Urgency

Impact

Production Issue

Competitive Threats

CoreOS Rocket Container

Error Message

Max UDID reached

Events & Tasks

Drive Sharing UDID reset Docker Activation

Environment

Docker for Windows Beta Acer Laptop Mac OS

Microsoft Surface Pro 4 Microsoft Surface Book

Virtual Machine Microsoft Windows

SYSTEMS OF RECORD ARE NOT SUFFICIENT ANYMORE



Growth	Sales Led	Sales & Marketing Led	Marketing & Product Led	Product & Service Led
Licensing	Perpetual	Perpetual → ELA	ELA → Subscription	Subscription → Outcome Based
Dev. Methodology	Waterfall	Waterfall → RAD	RAD → Agile	Agile → CI/CD
Tech	SQL	Web 1.0	Web 2.0 + Big Data	AI
Data	Highly Structured	Structured, flexible schema	Semi-structured	Completely Unstructured Dark Matter



SupportLogic

First Support Experience (SX) Platform

For maximizing customer lifetime value



Support experience is critical to revenue

Land

Support precedes sales for product-led companies

Expand

Support impacts brand image & product adoption

Retain

Existing customers contribute more than 75% of the revenue

Companies can **only** grow and protect their revenue if they **understand** and **act** on **unbiased** customer signals from every service interaction in **real-time**

Companies struggle to provide a great support experience



Firefighting



Tribal
knowledge



Reliance on
surveys



Disorganization



Data silos



Customer escalations

Customer escalations are costly

Annual cost of fire-fighting customer escalations



*Estimated from customer inputs

Additionally, **brand image**, **expansion revenue**, and **customer churn** are at stake.

SupportLogic predicts and prevents customer escalations

EMAIL CHAT FORUM CRM

Very disappointed with the support...

 Patt Marlowe [Director of IT, Green Bay Packers]
To: support@technology.com

Mia,

We are not happy with the progress of this case. Your previous suggestion to follow the KB article didn't help. Maybe it would be useful if the product had a section for tutorials.

This is a critical failure and we need a timely RCA. This is complete sh&@#show - I don't understand your recommendations.

I also tried installing the latest Microsoft Dynamics patch (v3.2) in production instance, but with no luck. We need to make progress and a decision today can you help me with this in the next hour? If you cannot resolve the issue I need to speak with your manager today.

We have been talking to your sales team about renewals. Because of the several issues that we faced recently we are considering migrating to Salesforce cloud.

 Mia Gonzales [Senior support engineer at Microsoft Inc.]
To: pat.marlowe@gbpackers.com

Thank you for your patience. We are receiving high volume of cases, so it might be slight delay from our side. I understand that you are upset, we are still working on this issue, and I don't have any updates for you as of right now.

Without SupportLogic

Status
Pending

Priority
Medium

Type
Problem

Case reason
New Problem

SupportLogic

Customer Signals

- Lack of progress
- Frustration
- Documentation Gap
- Critical issue
- Urgency
- Profanity
- Confusion
- Production Issue
- Escalation Request
- Revenue Impact

Product Signals

- Installation
- Patch (v3.2)
- MS Dynamics

Agent signals

- Politeness
- Empathy
- Lack of progress

Assessment

- 80 Attention Score
- 30 Sentiment Score
- Poor Agent Interaction
- Account Health

Predictions

- Likely to escalate
- Churn risk
- Recommended agent: Irina Clark

We maximize customer lifetime value

