



Increasing Call-Center Capacity with Enterprise Search 2.0-powered Customer Information Solutions

How Netezza, an IBM Company, Turns Disparate Customer Data into Actionable Knowledge for Customer Service Success

Netezza, the global leader in data warehouse and analytic appliances, serves customers worldwide. Netezza's customer support team handles complex customer incidents, many of which are "adaptive problems," or problems that don't have simple resolutions, or that have more than one possible resolution. The recipient of numerous awards for outstanding support and service, Netezza Customer Support champions the Netezza corporate mantra of being "easy to do business with."

“Coveo is the least disruptive yet most impactful technology we've implemented in Netezza Customer Support.”

Jim Coleman
Netezza



Coveo Customer: Netezza, an IBM Company

Industry: High Tech (Data Warehouse Appliances)

Business Goals:

- ▶ Speed resolution of complex customer issues
- ▶ Access customer information from multiple repositories; SharePoint only allowed agents to search a few information sources
- ▶ Scale customer support organization while taking reputation for service excellence to new heights

Coveo Solution: Customer Information Solutions

Results:

- ▶ 67% reduction in time spent identifying known customer issues
- ▶ Reduced duplicate bug submissions to development team by 50%
- ▶ Executive Analytics Dashboard provides a unified, 360 degree view of customer and product information provides metrics and trends across the customer base.
- ▶ Scaled support operations, with agents able to handle more accounts, thanks to increases in efficiency.

Coveo Customer Success Story

Increasing Call-Center Capacity with Enterprise Search 2.0

Seeking to scale its customer support organization while taking its reputation for service excellence to new heights, Netezza turned to Coveo and its Customer Information Solutions, to provide a unified view of all customer information across the variety of enterprise systems that its support agents use daily, including SharePoint, Email, its engineering wiki and bug tracking system, Active Directory, a customer call ticket system, and more. Previously, agents used SharePoint, where they could only search information from a few sources. With Coveo, Netezza agents access all customer support and engineering repositories, via a single screen.

Coveo helps Netezza agents quickly identify fixes, workarounds, and avoid known problems, and effectively navigate through structured and unstructured data and emails. The unified views and dashboards of customer information provide Netezza operations staff, front line managers, and executives with powerful decision making tools that analyze, report, and optimize support performance.

After being live with Coveo for just five months, Netezza has reported impressive results.

Jim Coleman, principal support analyst at Netezza, was interviewed regarding the results of its Coveo Customer Information Solution implementation.

Q. What were the most immediate support performance gains for Netezza after giving agents access to all customer support and engineering repositories with Coveo?

A. Within 30 days of implementation, we reduced the time needed to identify known problems by 67% and reduced the number of duplicate bugs submitted to Development Engineering by 50%. So, not only is Support saving time, Development Engineering no longer wastes hours identifying bug submissions as known problems. These efficiency gains have helped Development increase the number of customer bugs fixed by 63%.

Q. We understand that real time customer analytics was a key business driver for Netezza when searching for an Enterprise Search 2.0 solution. How have these real time analytics impacted reporting?

A. As the Support Analyst, one of my jobs is to provide product quality data to Development Engineering. Both



Jim Coleman
Principal Support Analyst,
Netezza

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Support and Development are particularly interested in data on new products and releases – understanding this data helps us resolve problems and improve our products going forward. BI tools are great, as long as you have a report writer sitting next to you – because reporting needs change from day to day. A typical report on a new release would take two days to pull together using traditional tools. I can pull the same report together in minutes with Coveo. Better yet, anyone at Netezza can pull the report together because Coveo is that easy to use. Product field data is dynamic – always changing, and it’s a real plus to be able to pull together fresh data at any time.

The screenshot shows the Coveo Case Console interface. At the top, there's a search bar with 'Mantis' entered. Below the search bar, it shows 'Showing results 1 - 20 of 38'. The main content area displays a list of cases. The first case is '[00005633] service hanging' with an internal note: 'User called to report he was not able to get access as the service. While searching for the index logs, user found critical error logs. Owner: Luke Jones - Last Modified: 6 days ago (Luke Jones)'. Below this, there's another case '[00004526] service went down' with an internal note: 'User called to report he was not able to index the links'. The interface also shows a 'Customer' sidebar with a list of customers like Summit Techno (15), ACME (4), Futonca (4), HighTech Engineering (4), and Bio Research and Consult (1). At the bottom, there are three panels: 'Cases for Customer' (16 Other cases for customer), 'Cases with Related Callstacks' (5 Related Cases (Call Stack)), and 'Bugs with Related Callstacks' (2 Related Bugs (Call Stack)).

Account dashboards provide support teams with an overview of customer cases, related cases and their solutions, known bugs, and more, all from a single screen.

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“ I had just come off of a project implementing SharePoint 2007... I really was very, very skeptical... within the first four hours I realized that Coveo was different. With Coveo we're able to pull information out

that we'd never dreamed of getting from any other platform. It's really changing the way that we're working... it's so non-invasive and so easy. We want to be the best support organization in the world, period, and I think Coveo's going to help us get there. ”

Rob Silva
Customer Support Group Manager,
Netezza

Q. Netezza is well known for its award-winning customer service and support. How has Enterprise Search 2.0 helped you efficiently scale support operations while maintaining your award-winning level of service?

A. Prior to Coveo, adding headcount was the only way to effectively support our rapidly expanding customer base. We are still adding headcount, but Coveo is helping us make every Support Engineer more efficient. We have enterprise business critical customers that are not typically KB/self help candidates. When they call, they need help, and they need it fast. Coveo, with its unified view of all pertinent data, is our strategic tool for providing the fixes and information our customers need to keep going.



Dynamic, configurable dashboards present summaries of relevant content for Customer 360 views, Voice of the Customer Analytics, and more.

Q. You reported that accessing customer information from multiple repositories was a business challenge facing Netezza. What benefits is a unified, 360 degree view of product, service, engineering, and customer information delivering to Netezza now?

A. CRM data is very incident centric to the point that it is even possible to have a situation where two engineers are working on different incidents on the same system, caused by the same problem. Coveo's incredible facets/filters allow us to look at incidents based on any centrality – account, system, hardware model, software release, location, incident submitter, support engineer – the possibilities are endless. Coupled with Coveo's unified view of all available data, we can very quickly identify or, just as importantly, rule out known issues. Coveo's dashboarding capabilities are helping us identify trends, prioritize bugs, and track difficult metrics, like how quickly are we getting back to customers every time they contact us.

