



From the Front Lines: Increasing Call-Center Capacity without Adding Resources

How Netezza Corporation Turns Disparate Customer Data into Actionable Knowledge for Customer Service Success

By Laurent Simoneau, CEO, Coveo

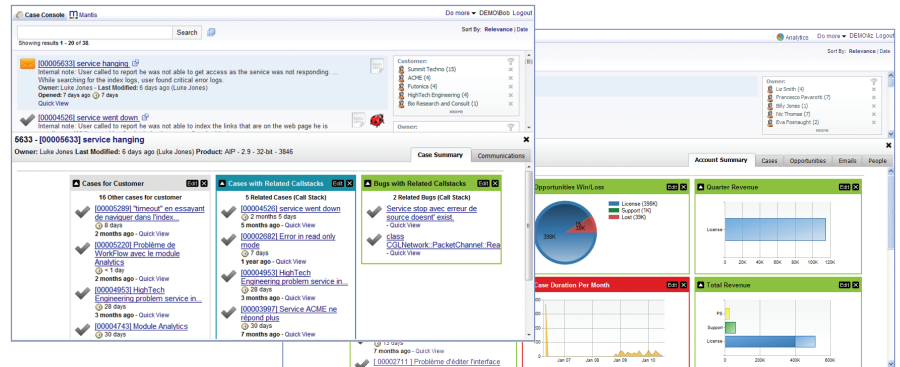
Netezza, the global leader in data warehouse and analytic appliances, serves customers worldwide. Netezza's customer support team handles complex customer incidents, many of which are "adaptive problems", or problems that don't have simple resolutions, or have more than one possible resolution. The recipient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

Seeking to scale its customer support organization while taking its reputation for service excellence to new heights, Netezza turned to Coveo 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, reports the following:

- **Immediate Support Performance Gains:** "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



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

Development increase the number of customer bugs fixed by 63%."

- **Real Time Reporting:** "As the Support Analyst, one of my jobs is to provide product quality data to Development Engineering. Both 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."
- **Efficiently Scaling Support Operations:** "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, the 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."

- **360 Degree View of Customer Data:** "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 dash-boarding 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."

Like Netezza, most customer support organizations are facing the challenges of information overload, and have tried to centralize all knowledge in one system, only to find it continues to proliferate outside of that "system of record." Leaving the data where it is — and pulling it into a central index — from which you, like Netezza, can provide information mashups and dashboards relevant to agents, executives, and customers — infuses knowledge into the complete support IT infrastructure, driving both more efficient operations and more satisfied customers. ■