

CUSTOMER STORY



Informatica™

#1 Provider of Enterprise Cloud Data Management Solutions Boosts Case Deflection by 120%

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COMPANY INFO

Industry: High Tech
 HQ (country): Redwood City, USA
 Number of Users: 350 global support agents

Products: Coveo for Salesforce - Community Cloud
 Coveo for Salesforce - Service Cloud
 Content Sources: Salesforce, Jive, Jira, SharePoint, and
 15+ other content sources

METRICS AT A GLANCE

120% boost in case deflection

5% increase in CSAT score

50% decrease in content gap score

CUSTOMER GOAL

Informatica is the world's #1 provider of enterprise cloud data management solutions, including on-premise, big data, and hybrid environments. Over 7,000 organizations around the world turn to Informatica for Data 3.0 solutions to power their business. With a growing customer list, over 350 support engineers, and 11 contact centers that support 10 different languages - enhancing its self-service strategy quickly in order to scale support operations grew to be a top priority.

The overwhelming majority of Informatica's customers use the web as their preferred channel to self-serve. The company has an impressive 96% retention rate and 95%+ positive reviews in transaction surveys. Unfortunately, nearly 20% of its customer searches on their support site yielded no content. Its customers weren't the only ones having a hard time finding information, engineers spent almost a quarter of their time looking for information and often had to search for content across three or more sources to find a single answer to help a customer. Customer satisfaction was at an all-time low, they were not happy. With the growing cost of infrastructure handling and maintenance, neither was IT.

"The first thing our customers do is start their web journey with search, and they were very verbal about the bad search experience they were having."

PATTABHI RAMAN, ASSOCIATE DIRECTOR, GLOBAL SUPPORT INFRASTRUCTURE

Implementation complexities slowed down innovation, rapid data growth was flooding content repositories and affecting the search experience and there wasn't any proper usage analytics and reporting in place--its customer journey was a black hole. Informatica lacked a vendor roadmap and was uncertain of the technologies that could help. What it was certain of, however, was the necessity of relevance in this day and age. In order to satisfy its customers, Informatica knew that making its content accessible and delivering the right information at the right time, in every single interaction, was imperative. It wanted to improve its relevancy by offering a personalized experience, offering predictive search and intelligent recommendations.

The company began its search for a solution that would enable it to provide a seamless, contextual and relevant digital experience, that would accommodate its 40 support moderated customer forums, roughly 100,000 articles spread over more than 20 different content sources, and over 500,000 monthly customer searches.

Informatica set out to:

- ▶ Increase case deflection by 15%
- ▶ Reduce average research time
- ▶ KB gap score <6%
- ▶ Improve agent productivity by 2%
- ▶ Improve availability and search performance

THE SOLUTION

“We viewed multiple vendors but Coveo beat out Google and other enterprise search vendors. We are the leaders in our industry and Coveo is the leader in the search industry. Coveo was the perfect fit for us.”

With Coveo, Informatica has been able to tune its search results through triggers and conditions, and understand customer intent by setting up alerts and follow queries. Machine learning injects relevance into every interaction, offering dynamic recommendations and making sure the most contextually relevant information is being delivered the moment it's needed. Informatica isn't just bringing the “know how” (content) from sources like SharePoint and Jive into Salesforce, it is also using Coveo's expertise-finding capabilities to automatically identify the “know who” for easier collaboration via intelligent routing and swarming. Coveo's user-friendly dashboards enables Informatica to extract insights from their data and usage analytics and put it into action to better their self-service experience.

Coveo has enabled Informatica to leverage the power of AI-powered search on its public knowledge base search. This allows Informatica to:



Unify search across all content sources



Filter and narrow results for greater relevance



Surface the most contextually relevant content to the top



Avoid duplicate content creation

With Coveo, Informatica has improved its case creation process. Coveo's AI-powered search technology helps to:

- ▶ Add triggers and conditions to emphasize content for a specific scenario
- ▶ Proactively recommend relevant content as customers are entering their case information
- ▶ Provide hard case deflection metrics
- ▶ Give agents visibility into articles viewed by customers

Machine learning has made Informatica's technology smarter than ever before. With it, Informatica has eliminated the need for manual tagging of content and has greater control over:

- ▶ Query suggestions and search results
- ▶ Driving click-rank and click-through with proactive recommendations
- ▶ User engagement by making predictive recommendations to help find similar content

THE RESULTS

“Since implementing Coveo, we've seen some staggering results and promising numbers.”

Implementing Coveo's AI-powered search has given Informatica visibility into their customer journey and has significantly impacted its online experience. Raman shares, “The beauty of Coveo is that the complete journey of the customer; what content they've viewed, and what content they've accessed, is visible to our agents. This greatly brings down customer frustrations.”

With Coveo, Informatica has seen their best CSAT score so far. By indexing its content sources and making it intuitive to find, Informatica has been able to reduce the content gap by half. Duplicate content creation on discussion forums were also reduced by 50%. Through AI capabilities, machine learning and emphasis on relevance, Informatica has improved its customer satisfaction score by 5%. Filtering search results and offering proactive and predictive recommendations have enabled Informatica to improve its case deflection rate by an impressive 120%.

Raman adds, “A key feature which I like a lot, is the community, crowd-sourced content that is populating our knowledge base. Coveo boosts any discussions that have been marked as helpful to best serve our customers.”

- ▶ Reduced content gap by 50%
- ▶ Improved CSAT by 5%
- ▶ Reduced duplicate content creation by 50%
- ▶ Improved case deflection by 120%

WHAT'S NEXT?

“The reason why Coveo is very important is because it touches each and every touch point of our customers. Coveo is in every footprint of our customer's journey.”

With the primary focus of improving content accessibility and case deflection, Informatica is now looking to focus on further improving its click through rates. Upon putting relevance at the core of its initiatives and seeing the benefits of AI-powered search and machine learning, Informatica intends you use Coveo to continue to improve its Salesforce case search experience to better find content coming from Salesforce cases.

Informatica is also working on a responsive UI and mobile app for its communities, to better meet the needs of its customers. It intends to keep innovating by integrating knowledge directly within its cloud product, and it is combining the power its data with Coveo's power of relevance together to deliver advanced personalization on its Communities.

How can Coveo help you?

Integrate the power of Coveo in your self-service efforts today.
To learn more about Coveo for Salesforce or to try the Free Edition

[VISIT COVEO.COM/SALESFORCE](https://www.coveo.com/salesforce)