Software technology provider reduces technical support escalations by 15%

The Customer

A software technology provider with global footprint.

The Challenge

Software company was struggling to figure out how to manage its increased workload due to increasing customer support escalation requests. Support escalations are always difficult to manage, as customers are already disgruntled by not getting a quick resolution to the issue. Could the identify high risk support requests and manage then proactively?

The Solution

Accelerant partnered with the customer's technical support department to predict hot technical support cases. Customer was looking to create a process to manage those technical support cases based on actionable intelligence provided by Accelerant learning algorithm.

Step 1. Accelerant created integrations to extract data from technical support portal, customer relationship management (CRM) system, customer satisfaction survey data and other web portals. Structured as well as unstructured data was used in this analysis.

Step 2. Data was harmonized to create a timeline, and all support centric interactions with technical as well as professional services departments.

Step 3: Accelerant team designed analysis based on various features, which were then used in data science modeling techniques.

Step 4: Accelerant team created support ticket escalation score which continuously got updated based on new interactions.

Step 5: Support executive got alerted based on when a threshold score was breached. Solution created executive summary for each support cases, which assisted executive to have quick meetings with their teams.

 Result

- For some product lines, technical support was able to reduce escalations by 10% in 6-month time period, an overall 15% reduction in a year.
- The analysis also provided data backed input to research and development on product bugs which improved overall product quality.
- This exercise also resulted in many operational dashboards, for which the data was already harmonized.
- Individual, team and companywide technical support metrics were adopted as standard performance gauges.

How can we assist you?

Call us today at 949 391 4125 to know about our free assessment.