

Case Study: Product testing platform reimagines customer support

Client:

Our client was recognized as one of The 25 Best Inventions for its innovative design that empowers mothers by offering a powerful, comfortable experience that can be controlled through an app.

Problem:

Our client was left without the means to test due to a last-minute change in team members before a launch. However, Acorn Analytics stepped in to take over and ensure the project was completed successfully.

Background:

A manufacturer faced setbacks when key team members left before the launch. Acorn Analytics created a platform to test the product and developed a system to automatically identify and resolve equipment errors reported through a mobile app. We collaborated with the customer success team to document common mistakes and improve the user experience. The system reduced the need for customer support intervention, providing real-time alerts and automated troubleshooting responses. It streamlined internal processes, resulting in an enhanced user experience.

Summary:

A breast pump manufacturer faced a significant setback when some key team members left before launch. To help out, our team of data scientists quickly created a platform for testing the product. During the testing phase, we focused on developing a system that could automatically identify equipment errors reported by the mobile app and provide solutions to improve the user experience. We worked closely with the company's customer success team to document common mistakes, such as incorrect flange sizing, and their corresponding solutions. We also discovered flaws in the data structure that caused inaccurate error alerts, which required human intervention through customer service.

About Acorn Analytics, Inc.

Overview:

The Acorn team has had the honor of working with organizations ranging from 1 employee to 100,000 on our quest to help the world better leverage technology and be more data driven in how it operates. We have converted petabytes of raw data into billions of dollars of value, impacting over a hundred million lives across the globe.

Founded: 2016

Offices: Boulder, CO & Sacramento, CA

Website: <https://acornanalytics.com>

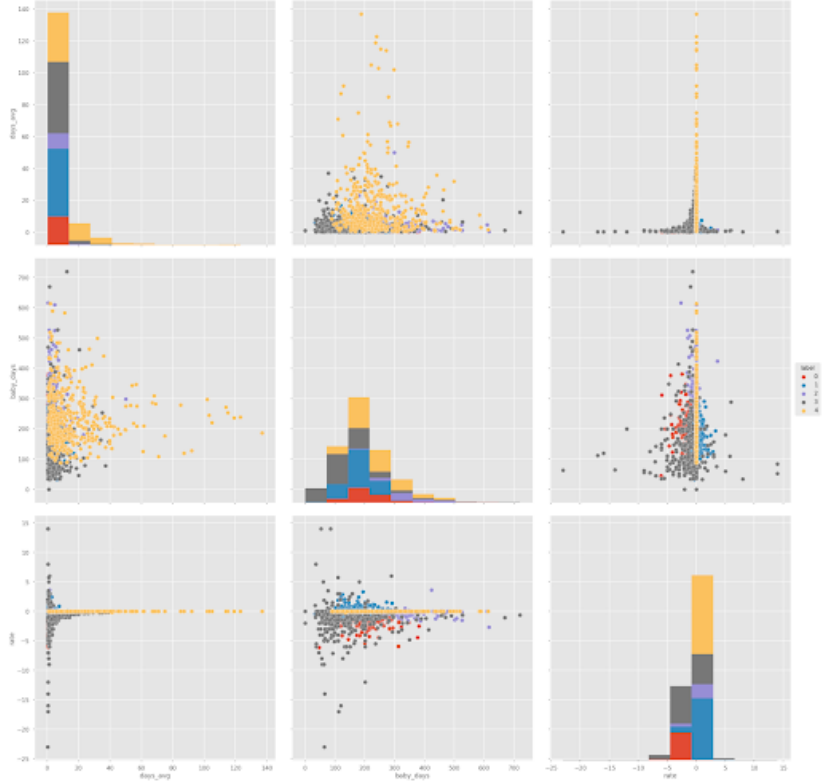
Phone: (925) 388-6887

Our Solutions:

Our team has successfully devised and implemented a highly efficient system that enables users to report product issues through our mobile application conveniently.

As a result, we have enhanced the client's data infrastructure significantly. We collaborated closely with the customer success team to develop a robust process for identifying and automating solutions to known issue alerts. The system has been meticulously tested and fine-tuned to ensure that it assigns the most appropriate solutions with utmost accuracy, thereby minimizing the need for customer support intervention.

We have also proactively identified and addressed inconsistencies in the existing error alert process to streamline the reporting mechanism.



Outcome/Client Impact:

Our app can accurately pinpoint and resolve user errors through automated troubleshooting responses, leading to a reduction in customer support intervention. Through rigorous testing, we were able to refine our solution and apply the same parameters to the final product environment, resulting in a seamless experience for end users. Users now receive real-time alerts with tips to resolve reported device errors/issues through the app, and if necessary, the system can automatically ship replacement parts. The app directs users to our customer success team for other product issues. This comprehensive workflow has streamlined our internal process and significantly improved the user experience.

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