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STAR Awards

2023

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Featured Application

Unlocking Potential: AI-Driven Insights for Manager Efficiency and Engineer Productivity

Informatica empowers Next-Gen Cloud Innovation with a \$1.5B ARR across 5000+ customers. In the cloud world, data can be extraordinary. Powered by CLAIRE®, our AI engine, Intelligent Data Management Cloud (IDMC), helps manage, govern, and unify all data on a single platform. Augmenting our product portfolio on our cloud-native and AI-powered platform is our J.D. Power certified services and offerings designed to deliver superior experiences throughout the customers' purchase-to-value (P2V) journey and driving business outcomes, accelerating value realization.

BUSINESS DRIVER

At Informatica, we strongly believe that technical support engineer experience drives customer experience. This is evident in our recognition of a Strong rating for Support in Gartner's vendor rating program and being recognized by J.D. Power Certified Technology Service & Support Program our exceptional customer service. Our investment in people and technology enables us to deliver personalized customer experiences that cater to their unique needs, resulting in consistently high CSAT scores. To maintain this level of excellence and encourage innovation, we've taken a proactive approach, equipping our support staff with the right tools and technologies. By leveraging insights gained from thousands of daily customer interactions, we've uncovered valuable data insights and customer sentiments that help us deliver exceptional service in 2 key areas.

Support Manager Efficiency

- Our ability to predict escalations was good, but we needed to take it a step further and prevent them from occurring altogether. However, our current strategy was costly regarding customer effort, productivity, and expenses.
- We relied on CSATs for quantitative customer feedback but lacked real-time sentiment analysis for qualitative insights to understand their true emotional state. This is important for building relationships, driving business success, and understanding the voice of the customer.
- Backlog management was focused on accumulating long-pending cases, with limited options to analyze and organize the information. This posed a significant challenge.

Support Engineer Productivity

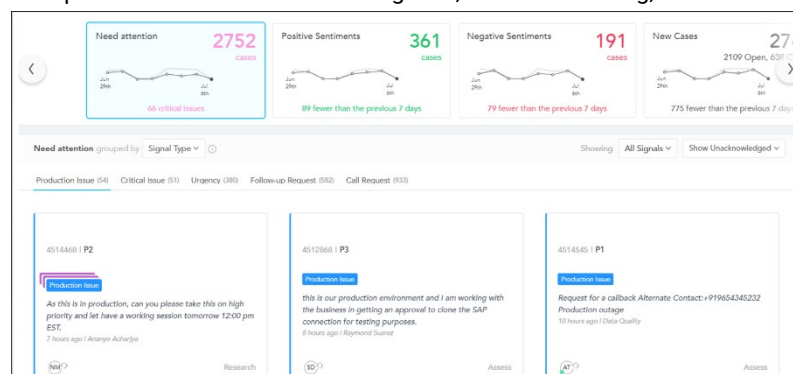
- Fragmentation of information across systems and lack of contextual insights made it daunting for support engineers to access the required data and assess the customer issue efficiently.
- The architecture of our Cloud platform stack, which spans across hyper scalers, databases, and applications, poses a challenge during the log analysis process and makes it difficult to pinpoint and isolate issues.
- To optimize the cloud-native experience for our customers, there was a significant need to improve efficiency and productivity by enabling meaningful insights that can automatically detect patterns or anomalies.

OUR APPROACH

Managers and engineers require unique perspectives and insights to manage their roles and responsibilities effectively. For support managers, an AI-driven system is necessary to monitor cases, predict escalations, and manage backlogs efficiently. On the other hand, engineers require AI-powered contextual insights to expedite their case research efforts. Therefore, we have adopted a two-pronged approach: a **Support Experience (SX) platform** for managers and a homegrown platform **forCE (For Customer Experience)** for support engineers.

Support Experience (SX) Platform

This platform utilizes artificial intelligence, machine learning, and natural language processing to analyze all support



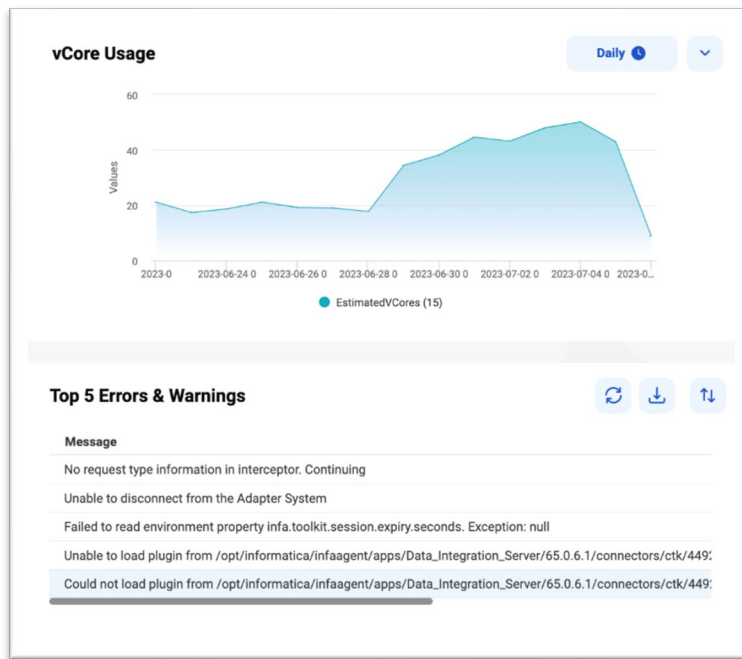
interactions and provides valuable insights to managers, allowing them to make data-driven decisions. The platform assigns two scores to each case: A sentiment score, indicating the customer's perceived sentiment (lower scores indicating frustration), and an attention score, indicating the level of urgency (higher scores indicating critical situations).

These scores accurately reflect real-time customer sentiment, making it a popular tool for managers looking to take swift and

effective action. Additionally, the AI module proactively flags cases for potential escalation, considering a range of factors such as communication signals, business impact, customer feedback, support responsiveness, business objectives, and case urgency. Finally, our holistic view of the team's cases helps streamline the backlog management process, considering factors such as inactivity, number of interactions, customer sentiment, and long-pending cases.

for'CE (For Customer Experience) Platform

The for'CE platform is designed to tackle the issue of scattered information, log analysis, and unified insights. It



provides a unified platform consolidating and presenting relevant data to support engineers through an intuitive user interface (UI). By centralizing the information, support engineers can easily access and navigate through the data they need to troubleshoot and resolve customer issues. The platform collects and aggregates logs/telemetry from various sources, including services and process agents, and analyzes them to provide actionable insights for support engineers. The intuitive UI allows support engineers to quickly search, filter, and visualize the required information, streamlining the troubleshooting process. The platform also offers deeper insights into the customer's environment, including concurrency, performance, run history, and reported issues across their assets. It ultimately helps the support engineer find the needle in the haystack. The platform empowers support engineers to access valuable insights to understand the customer's specific context better and provide

more informed and effective support.

IMPACT

- A \$2.5M in savings by proactively mitigating Quality of Service (QoS) related escalations predicted by the SX platform.
- 8% reduction in inactive cases and 14% reduction in case backlogs
- 40% improvement in support engineer productivity resulting in close to \$800k in savings as part of the time saved during the initial problem isolation phase.
- Initiatives like these have helped us maintain a very healthy support margin to the north of 95%

KEY TAKEAWAY AND NEXT STEPS

Providing managers and engineers with real-time customer insights is key to making informed decisions promptly and taking proactive steps to avoid service escalations. Taking a holistic approach to continuous engagement and backlog management enables the team to prioritize the right cases at the right time efficiently. With implicit and intuitive log analysis, engineers can bridge the expertise gap, gain additional information, and isolate and resolve problems promptly, thereby reducing the overall customer's effort in solving the problem.

As we look forward, we aim to expand the support experience platform for coaching our support engineers on Service quality gaps and recommend SMEs for case assignments. The current force platform covers 60% of cloud products; we plan to cover 100% by the end of the year, which amounts to almost 60% of our overall case volume. We also plan to leverage generative AI progressively, optimizing analysis and recommendations and have a customer-facing framework for log analysis.



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