Bloomreach Case Study

Empowering Managers to make Effective Decisions with Real Time Insights

2x
Increase in
Product Usage

52%
Faster
Resolution Time

33%
Decrease
in Escalations

Bloomreach is a digital experience platform, purpose-built for e-commerce. They help companies around the world to grow online revenue by creating, personalizing and scaling premium commerce experiences for customers across every touchpoint.

To ensure its success, Bloomreach needed to ensure their customers were operating at high uptime and minimal disruption. Support plays a critical part of delivering this success.

Support leaders at Bloomreach empower their teams with **predictive and actionable insights from TheLoops** that help ensure a repeatable and scalable support operation.

The Challenge

Bloomreach managers could get support data from **Intercom** to analyze customer issues. However, they:

- Lacked a holistic view of their support operations leaving them unable to identify the opportunities to drive efficiency.

- Had zero visibility into customer signals and trends to provide the feedback to product.

- Were not able to uplevel the support agents to be self-sufficient.

While Intercom provided the transactional support infrastructure, it was not easy for them to cull insights. Added to that, they had to borrow a resource from another team to do manual analysis of Intercom data; each analysis took an average of 30 days for insights to be available. The situation was untenable and took a toll on the productivity of the team.

To deliver a world class support experience, they needed to go from being a reactive, back office operation to enablers, mitigating and predicting customer issues.

> *The value that TheLoops gives us is very clear. Fast decision-making on our part leads to superior support which in turn delivers excellent customer outcomes."*
>
> **Customer Experience Leader**, Bloomreach

The Solution

Bloomreach was up and running with TheLoops real time insights dashboards in a week.

Support managers could now access insights in real-time that formerly took a 30 day turnaround. With the ability to extrapolate trends and get key insights including user sentiment and product health/reliability, they were presented insights thanks to TheLoops AI capability instead of manually sifting through customer conversations.

With TheLoops, they were quick to identify that customers who received support within the first 5 days were able to achieve their objectives with the Bloomreach product 2X faster. And accelerated product usage leads to stickiness and ultimately retention.
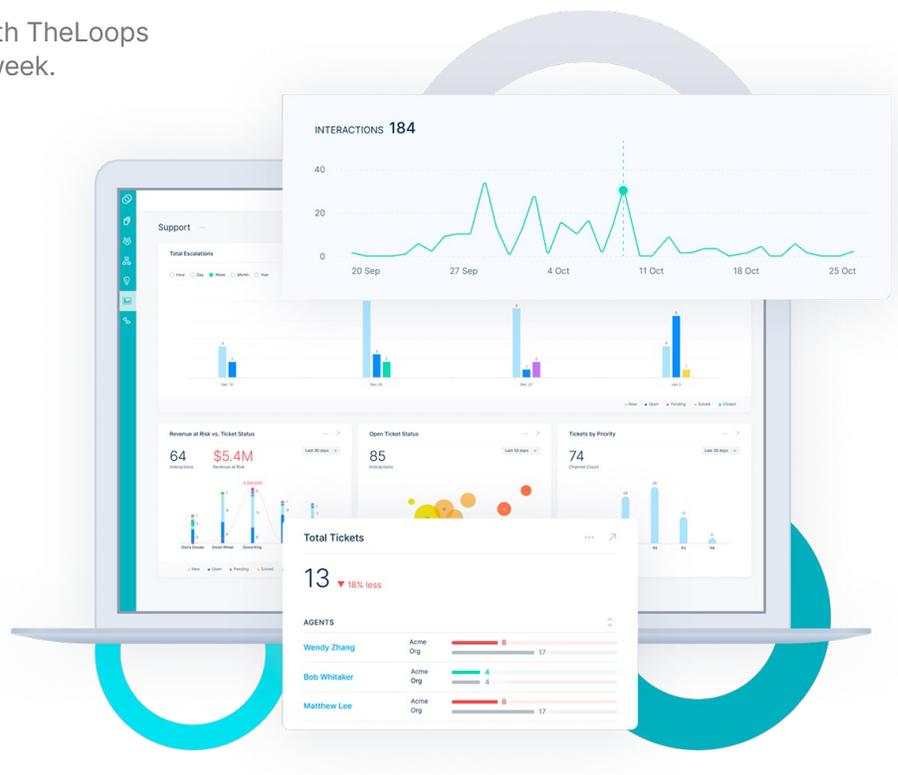
The Results

With TheLoops, Support is no longer a back office operation and a cost center. With the ability to make decisions that significantly impact customer satisfaction, they are customer enablers.

With insights, they have seen a 52% faster resolution time and 33% decrease in escalations. The resulting unprecedented level of support enabled their customers to get more out of their usage of the BloomReach platform leading to a 2X increase in product usage.

Bloomreach support managers use TheLoops daily for actionable insights that translate into customer value.

Metrics

From
30 to 0 days
of data analyst time to generate actionable insights