

Equinix Case Study

Contextual Insights for Agents

Equinix powers the world's digital leaders with a trusted global platform that brings together and interconnects the foundational infrastructure fueling their success with hundreds of data centers across five continents.

Customers like Coca-Cola, Lufthansa and BMC rely on Equinix to deliver agile, high performance and resilient digital infrastructure. Being core to the success of these customers, Equinix pays close attention to customer experience and support by listening to customers and taking direct action based on their feedback.

The Challenge

Equinix digital teams use **Intercom** as their conversational support tool. While Intercom provided the customer chat context, they needed data from other applications like Slack, Jira and Salesforce to understand other aspects of the customer relationship. This posed a few challenges to the team's productivity and effectiveness:

- They had no contextual visibility into customer sentiments and trends. They had to switch to other tools for additional information that cost them time and hurt support metrics.
- User data was also siloed across Fullstory, Segment and Splunk, leaving the agent to navigate multiple tools that were not easy to read.
- Agents were spending a disproportionate amount of time per ticket, given the above constraints.

Other than basic analytics, Intercom did not provide **insights** to close tickets faster and predict and prevent escalations.

2x

Faster Problem Discovery

30 mins

Less Handling Time per Conversation

15 hrs

Agent Time Saved per Week

“Visibility is key. This could be information on the number of issues reported on an individual bug and how many customer conversations are tied to it. Or the number of tickets we’ve had to escalate. It gives me an understanding of where I need to train my team.

The goal of our transformation is to increase agent efficiency without losing that personal touch”

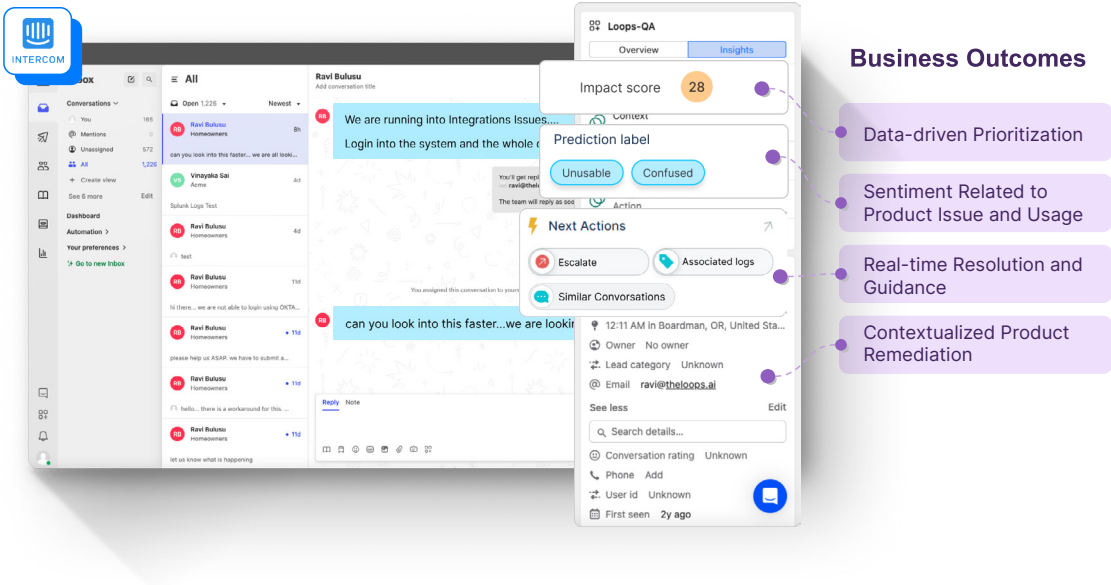
Senior Director
Customer Success, Equinix

The Solution

Within a week of deciding on the scope of the initial implementation, Equinix support agents were using TheLoops.

Support Reps now are guided with next best actions while staying within the Intercom workspace. These recommendations are dynamic based on trending issues and open Jira escalations enabling faster issue resolution. Impact Score as well as Sentiment and Escalation Prediction Scores help them cross reference the importance of the customer issue while they identify and resolve the issue.

Additionally Product Insights from Splunk and Segment help agents with issue resolution while knowledge articles through AI capabilities of TheLoops helps with cutting resolution time.



The Results

Supercharged agents now spend half the time doing problem discovery and 30 minutes less in handling time. The reduced support effort translates to 15 hours of agent time saved per week, per agent.

With customer-specific user journeys and related Slack threads available within Intercom, agents are able to deliver a personalized support experience, tailored and embedded for each customer touchpoint.

Metrics

30%

Increase in Agent Productivity

