

# Equinix Case Study

## Successful CX teams leverage automation



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.

Support managers at Equinix empower their teams with **automation and prediction from TheLoops** to enable a scalable and efficient support operation.

## The Challenge

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

- Did not have visibility into their support operations leaving them unable to identify the opportunities to drive simple and better processes.
- Were spending too much time manually deriving insights from the data instead of the teams collaborating on the insights. They were using a data analyst to support the manual effort that was both unproductive and inefficient.
- Were not able to eliminate data silos across 7 different applications used by Support, Operations and Engineering. Each team used different tools – Intercom, Slack and Jira and even the customer usage data was scattered across Fullstory, Segment and Splunk.

To be a high performing CX team, they needed to cut the silos and adjust processes to drive efficiencies.

*“I’m excited that TheLoops can provide insights that my current tools can’t. This has been incredibly helpful in streamlining our workflows”*

**Senior Manager**  
Platform Revenue, Equinix

# The Solution



TheLoops integrates Equinix’s support process and customer user data from seven different systems. It provides contextual insights for issue and resolution identification all within Intercom, Slack and Jira. Insights such as user sentiment, product reliability, etc, gathered from 21 signals.

Based on these insights, TheLoops helps managers move beyond manual triage with data-driven classification of conversations. Automatic classification and routing of conversations based on sentiment, urgency, segment, and impact helps take the guesswork out of the process.

# Results

Giving managers realtime end to-end visibility of operations, accounts and processes in order to manage performance of service level objectives and detect trends.

Increasing efficiency with automated application triggers for next best process steps embedded within existing systems and without expensive manual effort.

# Metrics

From  
**30 to 0 Days**  
 of Data Analyst Time To  
 Generate Actionable Insights

