

How Improving Customer Support Operations Leads To Front Line & Bottom Line Impact



ABOUT BLOOMREACH

By all accounts, **Bloomreach is a Unicorn**. In 2022, they surpassed **\$150 million in ARR** helping the biggest brands orchestrate all of their personalization pursuits — **using both customer and product data — in one platform.**

Across Support and Success, they have **60+ members collaborating on 5-6 product lines**. When multiple issues began to impede CX delivery, they turned to TheLoops.

8 hrs SAVED PER MANAGER PER WK

40% FEWER INTERACTIONS PER CONVERSATION

37% OPERATIONAL EFFICIENCY GAIN

Productivity and customer retention are equally significant, as both impact the bottom line.

Before partnering with TheLoops, Bloomreach's support team spent a considerable amount of time on manual tasks during support operations. They had a backlog of **6,500 open tickets** at any given time. Resolving customer issues often required **33 interactions or more**. Quality assurance was manually done through Excel sheets, and the support team was constantly in firefighting mode, trying to align with the success on customers that are likely to escalate.

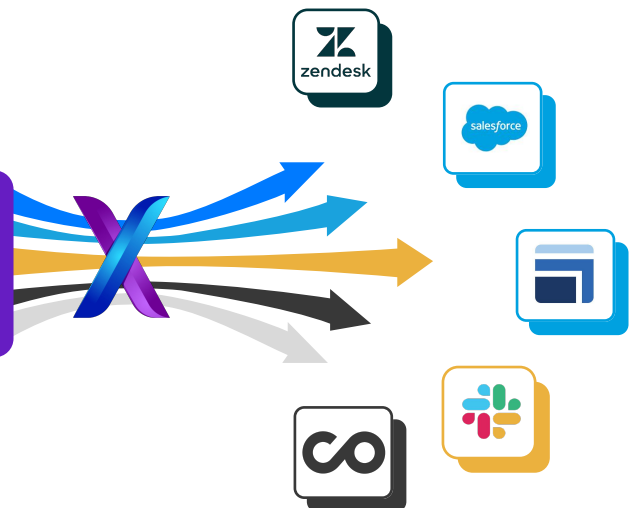
Complicating matters, the team was **geographically dispersed** and relied on **five distinct tools** as part of their customer experience suite: **Zendesk, Skilljar, Salesforce, Slack, and ChurnZero**. A lack of real-time visibility into customer sentiment and reliance on manual data analysis further exacerbated customer experience bottlenecks. Bloomreach attempted to address these issues by experimenting with other AI vendors, but these efforts were unsuccessful.

It was only after partnering with TheLoops that Bloomreach began to see tangible process transformation and consistent results across agent efficiency, support quality, and support operations transformation. Which had a direct correlate to increase in customer experience and reduction in churn. COO Christina Augustine remained committed to her initial vision: to address the gaps in Support, as it is the front line to customers and crucial to their success in using the platform. This is how Bloomreach used TheLoops AI to stay true to that vision and ultimately drive frontline and bottom-line results.

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TheLoops is like Clari for post-sales. Our entire team loves it! We now have more significant and actionable insights that are helping my Support team with their efficiency. These same support insights are helping Success teams stay ahead of churn and drive expansion and cross-sell opportunities.

Christina Augustine, Chief Operating Officer



THE SOLUTION

Improve Employee Efficiency and Leverage Customer Insights Across the Entire Organization

Christina understood how each of TheLoops capabilities would have an impact on addressing root causes, improving collaboration and driving measurable business outcomes.

"When you come at AI from the angle of phase one of customer success improvement starts in Support, you get the added bonus of not only productivity gains, but now you also see how you're going to improve your customer experience, going to improve CSAT, going to improve upsell cross sell ability because you're taking all of that knowledge from Support insights into health scoring, highlighting upsell+cross sell potential: the top line and bottom line growth."

To begin, the team initially deployed Support Risk scores to identify customers likely to escalate issues from a support interaction perspective. TheLoops Risk Score incorporated over 37 signals from each support interaction, plus other attributes to generate the risk score, enabling the organization to become data-driven. As a result, Bloomreach support management saved 10 hours per week per manager by automating this information, making it available in real-time.



Flagging Issues To Help Success Achieve Success

Using the Support Risk Score, Bloomreach was able to identify customers who were at risk based on sentiment, revenue, past Support requests and other weighted factors. With Support Risk scores automated and available in real-time, Customer Success Managers were notified in Slack and Churn Zero about potential issues. From there, they could prioritize and reach out to customers based on upcoming renewals, severity of their issue and even predict churn.

Adding to the benefits, Support Managers no longer needed to monitor cases manually and flag any issues they could see, making the process **100% streamlined** while ensuring no case slipped through the cracks due to human error or oversight. With Support scoring implemented and working like a well oiled machine, leadership then shifted their focus from helping Success back to the front line agents by deploying AutoQA.



Automated Quality Assurance (QA): From 10% to 100%

Before implementing TheLoops, Bloomreach relied on manual Quality Assurance (QA) processes using Microsoft Excel on just 10% of support tickets. This was time-consuming and lacked the necessary breadth of coverage.

This wasn't the only change. The team was rolling out new product lines and consolidating support operations into a single unit. AutoQA became a strategic step integral to maintaining the consistency and efficiency of agent responses across this newly unified support department.

After integrating TheLoops, Bloomreach was able to design **20 rubrics to automate quality** monitoring on all support tickets - a **coverage boost to 100%**. This not only eliminated the need to hire additional QA managers but it also resulted in significant efficiency gains: Support leaders got back an estimated 8 hours per week that they could put into agent coaching, another AutoQA benefit.



Calculate how much savings TheLoops can provide you and your team while increasing your efficiency and providing customers with personalized Support.

[Visit our ROI Calculator](#)



Copilot Capabilities improved MTTR

Next with Theloops AI Agent Copilot, customer support agents were able to resolve issues more efficiently using auto-tagging, next best resolution summary which was contextualized data from various sources such as Skilljar, Jira, and Salesforce and also historical interactions. Agents were immediately presented with how they could resolve the case, thus reducing the discovery time and also helping them prioritize the queues which helped them save 8 hours per week per agent.



Classification for Product Feedback Analysis

To better help the product team also understand real-time voice of the customer, feature requests and bugs, Theloops provided real-time trend analysis on customer issues downstream.

This real-time data and automation helped product teams simultaneously understand the pain points experienced by customers, and impact of each issue which helped them prioritize the backlog accordingly. Immediately, the perception of Support shifted from 'why do we have all these problems' to 'lets help you address these issues right away.' Retention became a team sport once the data gaps were broken down.

"We are very happy with TheLoops and have gained tremendous value from the platform.

The ability to have a non-manual analysis of tickets and conversations to improve processes on the support team is huge in addition to passing on the insights to our product team without any delays! "

Greg Giletto, Head of Customer Support and Product, Global



Recap On The Results and Impact

The implementation of TheLoops led to significant improvements in Bloomreach's support operations:

- **Improved Efficiency:** The introduction of 'next best action' recommendations within Zendesk, combined with impact scores and sentiment analysis, reduced the time and interactions needed to resolve customer issues.
- **Real-Time Management Insights:** TheLoops Mission Control feature provided real-time visibility into agent performance and customer issues, enabling better alignment between support and product teams.
- **Streamlined Processes:** Automation of manual processes, such as ticket backlog management and QA, led to substantial time savings and increased operational efficiency.
- **Improved Customer Sentiment:** Real-time sentiment analysis and predictive CSAT scores allowed Bloomreach to proactively address customer concerns and predict escalations, reducing friction and enhancing the customer experience.

By addressing the challenges of a fragmented support ecosystem, Bloomreach was able to reduce churn, improve efficiency, and enhance overall customer satisfaction.

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