

# Support Makeover Earns Coremetrics Top Analyst Marks – Even as Company Reduces Support Costs

CUSTOMER SUCCESS STORY

## Challenge

- ✓ Raise customer satisfaction, loyalty and revenue with Web self-service.

## Results

- ✓ Customer satisfaction increased to 90%
- ✓ Agent responsiveness improved to 92%
- ✓ Agent product knowledge grew to 91%
- ✓ Customer loyalty jumped to 93%
- ✓ The company increased revenue while reducing the cost of service. That contributed to an increase in gross margin.
- ✓ The client base expanded by 350% without adding support headcount

## Snapshot

Organization: Coremetrics  
Industry: Software  
Location: San Mateo, CA  
Website: [www.coremetrics.com](http://www.coremetrics.com)  
Customer Since: 2007

*“Web self-service with Parature allowed us to keep support staff levels the same. We’ve grown our client base by 350% without adding headcount, which reduces our cost of providing service.”*

Senior Director  
Global Client Services



## Highest Satisfaction Levels in Its Class

Every day, more than 2,000 online business sites globally – with transactions representing over \$20 billion per year – rely on Coremetrics to optimize their online marketing.

Most significantly, the company’s clients are happy. Yet not that long ago, Coremetrics recognized it was time to take support to the

next level to drive client satisfaction.

“We recognized the need to provide our clients the 24x7 help needed, but in a scalable way,” said Paige Newcombe, senior director, Global Client Services. “The metrics spoke to the need to offer new support solutions to our clients.”

## Anytime Self-Service

Coremetrics solutions help businesses target their customers with the right content or products and measure results, thereby increasing revenues. The company’s clients include some of the most respected and recognized brands, including Macy’s, Office Depot, L’Occitane en Provence and PETCO.

At Coremetrics, support is simply part of the company’s service delivery, rather than a separate add-on. The support team provides unlimited services to unlimited users in each client’s organization – all at \$0 additional cost. Twenty agents across three call centers assist customers with everything from basic product questions to more advanced professional services.

When surveys revealed room for improvement in the company’s support, Coremetrics launched a “Paradigm Shift Plan” to boost four key areas: customer satisfaction, agent responsiveness, product knowledge and customer loyalty. In response, the company formed a task force to devise a plan.

As a key part of the plan, support wanted to implement Web self-service technology in order to provide an online knowledgebase and tools to empower clients to find answers quickly. Web self-service would expand support for the company’s now-global client base beyond just Monday through Friday business hours.

The team evaluated four options, including building its own combined self-service and service desk solution. However, Parature Customer Service software stood out as the best combined service desk and Web self-service solution for Coremetrics, with Parature Ticket and Parature Portal. Parature Knowledgebase provides a rich database of information for clients and support staff.

“We chose Parature because they seemed to be more flexible in meeting our needs and our very stringent timeline,” Newcombe said. “And quite frankly, we felt like we could develop a better relationship with Parature based on the service we received not just from sales but the professional services side.”

## Live in 30 Days

Under a crunch to deploy Parature by a set date, Coremetrics worked “fast and furiously.” With some guidance from Parature Professional Services, the support team customized the software and loaded the knowledgebase with training materials and documents. The team completed the implementation in just 30 days. By comparison, Newcombe estimates that, with other solutions, Coremetrics would have had to wait 30-60 days to even begin the process.

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“Parature was flexible with our demands to implement within a tight timeframe,” she said.

To introduce the new self-service portal to clients, Coremetrics teamed with the marketing group regarding announcements and directed them to a report and short video on how to use self-service. Support also pre-registered all clients for the portal to encourage and expedite use.

### Reaching 50% Self-Service Usage

Agents and clients now have access to a rich database of information on Coremetrics solutions via Web self-service, which is available around the clock. Clients can choose among online support, or phone or email support.

Over time, clients have increasingly moved toward self-service versus live or email support. In total, clients view on-demand training resources more than 2,100 times every month. Today, nearly 50 percent of total inquiries come in via self-service, representing nearly 2,000 total questions monthly.

Parature Ticket and Parature Portal provide automation that saves the support team time even when clients choose to log a ticket. For example, emails are automatically turned into tickets based on the subject line.

As an added value, multiple departments within Coremetrics use Parature to manage interdepartmental processes. Issues flow both directions between support and other Coremetrics teams. Internal teams submit requests to support, and likewise support agents direct action items to departmental members. Parature ensures that every action item is addressed within set timeframes.

### More Revenue, Lower Support Costs

Beyond Web self-service, the support team took other key steps to overhaul service delivery: providing usability feedback to development; investing in more skilled support resources; improving subject matter expertise; and implementing product certification exams for support employees.

Through regular client surveys, Coremetrics has watched its key indicators continuously trend up since its support makeover:

- ✓ Customer satisfaction improved to 90%
- ✓ Agent responsiveness is up to 92%
- ✓ Agent product knowledge grew to 91%
- ✓ Customer loyalty jumped to 93%

Those numbers are even more impressive considering that, during that time, the client base grew significantly and the company expanded from one product to eight unique products with add-on features. In fact, the company increased revenue while reducing the cost of providing service that contributed to an increase in gross margin.

“Web self-service with Parature allowed us to keep support staff levels the same,” Newcombe said. “We’ve grown our client base by 350% without adding headcount which reduces our cost of providing service. Without it we would have needed a new agent for every 10 new clients, which would be numerous new headcount every quarter.

### Lessons Learned

- ✓ Technology investment expedites response times and improves communication
- ✓ More skilled agents can better address client questions
- ✓ The company revised its agent training
- ✓ Support set new metrics and standards for each team member
- ✓ Support gained executive buy-in and engaged other departments
- ✓ Support established more aggressive ticket resolution commitments
- ✓ Regular reporting tracks progress

### ABOUT PARATURE

Parature, a leader in on-demand customer service software, makes it possible for any business to leverage the Internet to provide outstanding customer service. The company’s software-as-a-service (SaaS) delivery and integrated, intuitive design enables organizations to better and more efficiently serve, support, engage with and retain customers in today’s Web world. Founded in 2000, Parature received the 2007 and 2008 Product of the Year Award from *Customer Interaction Solutions* magazine and has been named to the *Inc. 5000* list of Fastest Growing Private Companies in America. Parature has been named to both the *Washington Business Journal’s* list of Best Places to Work and *The Washingtonian’s* list of Great Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support millions of end users worldwide. For more information, visit [www.parature.com](http://www.parature.com).