

CASE STUDY

How Fortinet Paved Its Way To Customer Self-Service Success with Khoros and SearchUnify

About Fortinet



Industry

Computer and Network Security



Headquarters

Sunnyvale, California

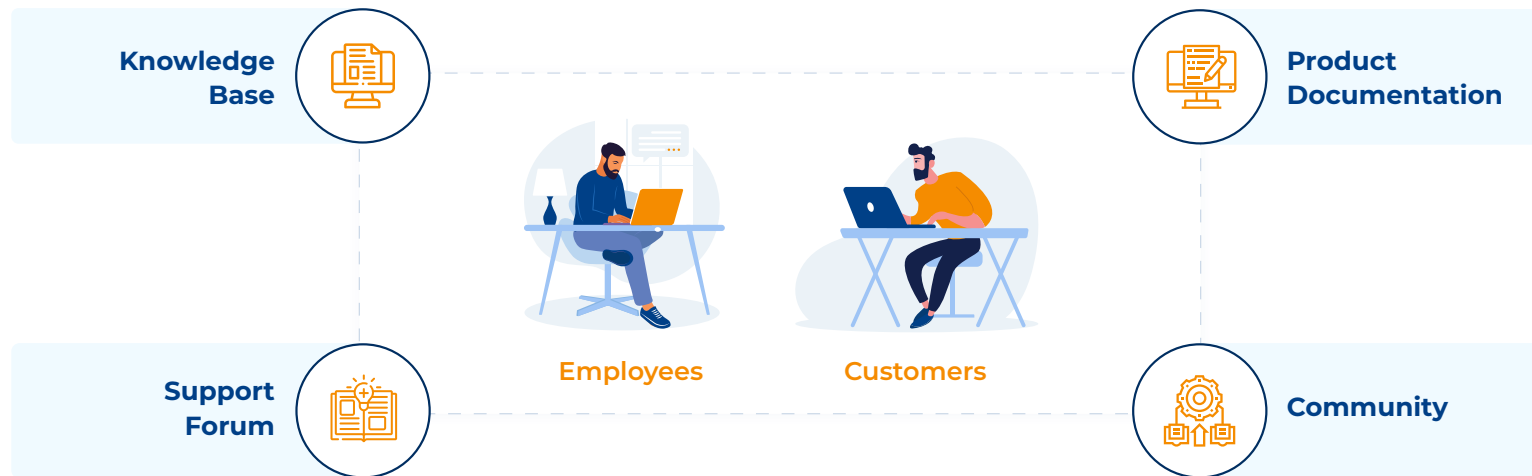
Fortinet (NASDAQ: FTNT) secures the largest enterprise, service provider, and government organizations around the world. Fortinet empowers its customers with intelligent, seamless protection across the expanding attack surface and the power to take on ever-increasing performance requirements of the borderless network—today and into the future. Only the Fortinet Security Fabric architecture can deliver security without compromise to address the most critical security challenges, whether in networked, application, cloud, or mobile environments. Fortinet ranks number one in the most security appliances shipped worldwide and more than 500,000 customers trust Fortinet to protect their businesses.

- **Named on Comparably's Top 50 list for Best Outlook in 2021, and featured in BusinessInsider.**
- **Recognized by Glassdoor as One of the Best Places to Work in Canada for 2022.**
- **Named as one of SC Media's 2022 Awards Finalists for Best Professional Certification Program.**

Challenges

Fortinet's customer base was growing exponentially. As a result, the firm noticed an upward trajectory of support tickets. If this spike was left unchecked, it could not only lower the customer satisfaction score but also overburden the support agents.

- Although helpful content existed, it was tucked away in the labyrinths of gateways, including Fortinet's knowledge base, support forum, product documentation, etc. That meant users ended up meandering between repositories in vain, thereby blighting Fortinet's efforts to provide a stellar customer service experience.



- Additionally, the team lacked insights into the knowledge gaps to be able to plug them. All things considered, Fortinet was looking for an overarching solution that could not only enable users to self-serve but also provide access to all the pertinent information from a single point.

But doing so would probably entail a lot of organizational changes. And when we're talking about large enterprises with thousands of employees across the globe, the project starts sounding laborious.

That's when the potent duo of Khoros and SearchUnify emerged as a beacon of hope. It sweetened the pot in several ways. Let's see how.

Enter SearchUnify

To drive self-service and lower the volume of support tickets, Fortinet decided to build a dedicated customer community embedded with federated search.

So, the only thing needed was the management's green flag. And for that, the support leaders at Fortinet adopted a **data-driven approach**. They analyzed the tickets and learned that most were straightforward queries that customers could resolve on their own with a KB article.

The sheer volume of L1 queries was also problematic for the support teams. The time required to deal with repetitive queries instead of complex ones was a bit frustrating for the support maven.

With a community in place, Fortinet could easily deflect a huge chunk of recurring queries. To further seal the deal, a layer of **cognitive technology** would ensure users find everything they need from the community without leaving it.

That helped sway the management and get them to sign off on a souped-up customer community.

The screenshot displays the Fortinet Community search results for the query "Endpoint licensing". The page features a top navigation bar with the Fortinet logo and a "Help" link. Below the header, a search bar contains the query "Endpoint licensing". The results are categorized by "All Content", "Community", "Blogs", "Docs", "CyberGlossary", and "Videos". The left sidebar shows "Sources" (Discussion: 1157, Knowledge Base: 661, Cyberglossary: 379, Blog: 207, Docs: 126, Youtube Content: 53) and "Community Topics" (FortiSIEM 6.2.1: 14, FortiSIEM 6.2.0: 13, FortiSIEM 6.4.4: 7, FortiAuthenticator: 5, FortiClient 7.0.0: 5). The main content area shows two results: a "Technical Tip: Endpoint licensing and license upgrades" and a "Technical Note: What consumes an endpoint license?". Both results are from the "Board FortiNAC" and include a link to the full article. The page is powered by SearchUnify.

Contextual, Personalized Search powered by NLP & ML

Unified Search across Multiple Content Sources

Intelligent Facets and Filters for Seamless UI

AI-Powered Relevance of Search Results

Fortinet chose Khoros and SearchUnify for the job. Why?

Khoros is an enterprise-grade platform that offers the scalability to handle the current and future needs of the Fortinet user base—customers, and employees. It also conflates well with SearchUnify for a unified view of all helpful content.

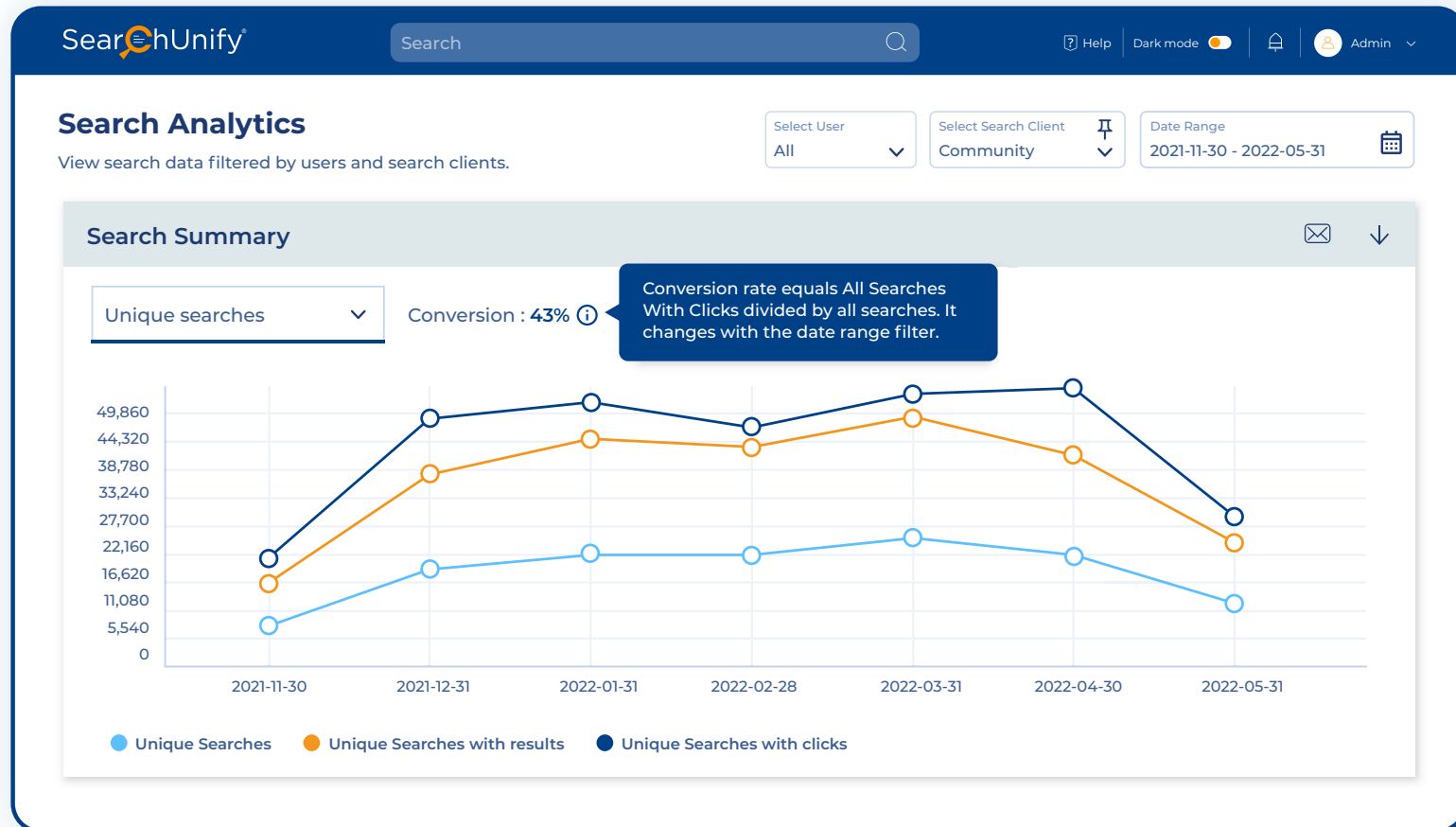
SearchUnify's cognitive search and analytical reports from its insights engine would further provide the data to continuously raise the bar and make data-backed decisions.

Together, these platforms delivered breakthrough support and boosted digital experiences both for customers and agents. They not only addressed Fortinet's immediate requirements but also showcased capability to easily scale and evolve with changing expectations.

Impact

Ever since the launch of the potent community, things have improved exponentially. For starters, Fortinet recorded an increase in its customer base and over **10 million** page views. What's more, granular reports like Searches with No Results and Content Gap Analysis helped ingrain and monitor an effective culture of creating and sharing knowledge. In fact, Fortinet recorded a **10%** hike in Knowledge Article submissions from their support teams.

At one time, customers were provided information related to the LOG4J vulnerability. The forum thread and KB articles got over 30,000 views in just a few days. Imagine the plight of the support if all these people rather logged tickets.



Also, Fortinet accomplished up to **45%** successful conversions in a span of less than 6 months.

The alliance has helped Fortinet to deflect cases like a pro and elevate CSAT by providing relevant answers faster.

About SearchUnify

SearchUnify is a unified cognitive platform built on a core of cognitive technology, machine learning and an insights engine. It powers an intelligent search engine & AI-based applications including **Intelligent Chatbot**, **Agent Helper**, **KCS Enabler**, **Escalation Predictor** and **Community Helper**, that help elevate customer support & self-service. It indexes disparate content repositories, makes relevant content easily discoverable (on online communities, sites, customer portals, service consoles) and provides advanced insights into user search behavior, content usability, and content gaps – all while self-learning to personalize and keep responses within the context and ensuring the security of the enterprise data.

| To see it live in action, **Request a free demo!**

Let's Connect



www.searchunify.com



info@searchunify.com



USA +1 650 603 0902