SearchUnify®

SearchUnify Helps Rubrik Scale its Customer Service Operations

How a $1B cloud data management company improved its case deflection by 20%

INDUSTRY:
Cloud Data Management

HEADQUARTERS:
Palo Alto, CA

SEARCHUNIFY SOLUTION:
Cognitive Enterprise Search

CONTENT SOURCES INDEXED:
Confluence, Salesforce Service Cloud, Salesforce Community Cloud, G-Suite

The leader in cloud data management and the world's first platform to orchestrate data for hybrid cloud enterprises anytime

- Fastest growing enterprise company in the billion dollar league
- Ranked 10 & 21 on LinkedIn Top Startups & Forbes Cloud 100 List respectively
- Named 'Visionary' in 2017 Gartner Magic Quadrant for Data Center Backup & Recovery Solutions

Founded in 2014 by engineers behind Google, Facebook and Oracle, Rubrik has created a category-defining cloud data management platform that has turned the $48 billion data protection market on its head. Rubrik cloud data management delivers automated backup, recovery, archival, search, test, and development in a simple platform. Today, the company operates in six continents, has 1200 employees and is approaching a $300M annual bookings run rate. Investors call Rubrik one of the fastest growing enterprise companies ever. This hypergrowth does not come without challenges.

SUPPORT COST

Rubrik is committed to providing its customers with world-class 24x365 support. However, as the company's business grew rapidly, the support organization faced the common challenges of scaling and while improving the efficiency of its operations.

INFORMATION WEALTH

Information was available in the form of product manuals, common bugs & their fixes, defects, and so forth. However, it was distributed across diverse channels including Confluence, Salesforce Service Cloud & Community, and G-Suite. As a result, the support engineers had to search across these information silos for useful content which acted as a bottleneck.

KNOWLEDGE TRANSFER & ONBOARDING

Training and knowledge transfer sessions were conducted every time new employees joined the organization. Over the past year, Rubrik grew its employee base by 3x. In a rapidly growing company such as Rubrik, this happened fairly frequently and wasn't very time-efficient.

INTERNAL ACCESS TO INFORMATION

Searching across the company's expansive digital archive was a daunting task. Added to it was the poor user experience owing to the limited native search capabilities of the company's workflow and knowledge management systems. There were times when employees could not find the desired information that was known to be available on the said sources. Many employees needed constant access to information. Over time, the content quickly proliferated and finding useful information from myriad content sources became a tough nut to crack.

GIRI IYER
SVP - CUSTOMER SUPPORT
& SUCCESS, RUBRIK, INC.

"Questions come up especially if you are a global organization. Some are often repeated, but the medium of origin might be different. The issue here was how to quickly identify and segregate issues that have been reported before. "

Rubrik began looking for a solution that could identify recurring cases and boost case deflection via self-service mediums. After interacting with a few vendors, they came to the conclusion that a search solution with support expertise would be the best fit for the job.

That's how Rubrik and SearchUnify got talking to each other. After seeing a proof-of-concept (POC) and evaluating the enterprise search solution in their environment, Rubrik was confident that SearchUnify would calibrate their user experience for better search and support. A decision was made and 2 weeks later, the deployment was completed. Rubrik was now ready to use one operation to search across their entire internal support knowledge base instead of having to use local search within their respective sources.

Rubrik's new way of searching for support information became an instant hit at the company, empowering employees to seamlessly find information amidst ever-growing content repositories. SearchUnify's interactive and customizable dashboard enabled Rubrik to obtain intelligent usage insights and leverage it to streamline the self-service experience.

Machine learning ensured that relevance prevailed in every search interaction and offered intelligent recommendations to foster engagement. Additionally, AI & natural language processing (NLP) took charge and delivered only contextually relevant pieces to every user. Adding synonyms to search queries and managing preferences for search results allowed for tuning results for optimum relevance. Plugging in the search solution on web-to-case forms helped resolve concerns of customers before they created a ticket.

With SearchUnify, Rubrik did not just retrieve content from sources like Confluence, Salesforce Service Cloud and Community; it also tapped into SearchUnify's cognitive capabilities coupled with deep analytics to bridge content gaps. On top of that, Rubrik was able to amp up case deflection by a healthy 20%.

> " For us, an ideal solution has progressive thinking in terms of machine learning and the ability to capitalize some newer kind of platforms, tie search results, and extrapolate those results into future decisions. SearchUnify does all that and more! "

ABOUT SEARCHUNIFY

SearchUnify's AI powers highly relevant and personalized search results for customer support, self-service and its chatbot, Sarah. Its cognitive search has the ability to index disparate content repositories and provide advanced insights into user search behavior, content usability, and content gaps - all while self-learning to personalize and keep responses within context.
It is the youngest AI-enabled enterprise search product among the 12 evaluated in The Forrester Wave: Cognitive Search, Q2 2019, cited for its virtual assistant, technical architecture & ease of implementation. You can read the complete report here.

To see it live in action, request a free demo.

Let's Connect

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