



Enterprise AI in Action

Use Case

Enterprise AI for Customer Support

CLIENT

Financial information service provider.

SITUATION

Through a series of acquisitions, customer had multiple Salesforce Service Cloud instances and lacked a holistic view of customer support issues. Customer didn't feel they were leveraging customer support issues to feed product strategy or customer satisfaction.

INDICO SOLUTION APPROACH

1. Indico ingested support feeds from three separate Salesforce instances.
2. Customer loaded all feeds into Indico Discover to analyze key topics and trends.
3. Customer created support model using Indico Transfer Learning to route new customer support tickets to product, account management etc.

IMPACT

- Customer identified a broken trial account process that had gone unnoticed; pushed a fix; and saw trial account signups immediately recover.
- Product team now uses customer inbound topic analysis as additional scoring input for sprint planning.
- Account Management is developing a unified customer satisfaction dashboard across all three Salesforce instances displayed by topic that can be shared throughout organization.



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