
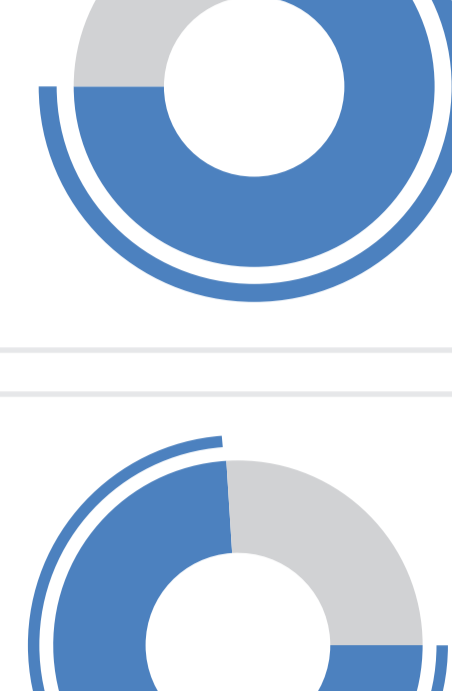
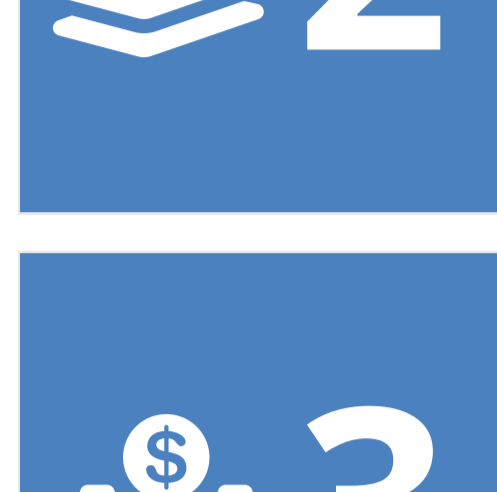
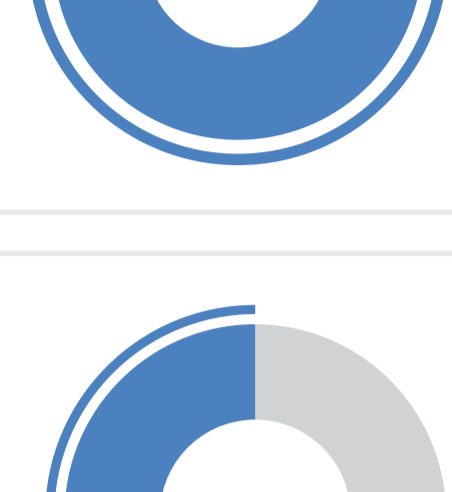



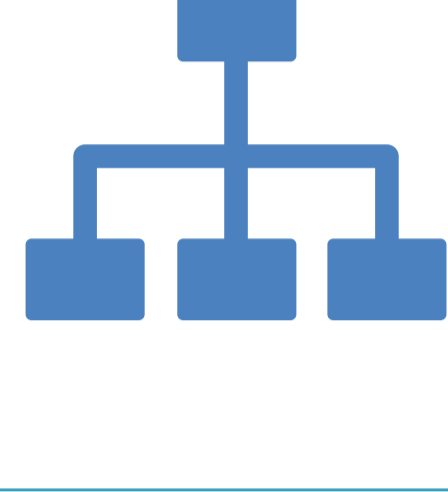
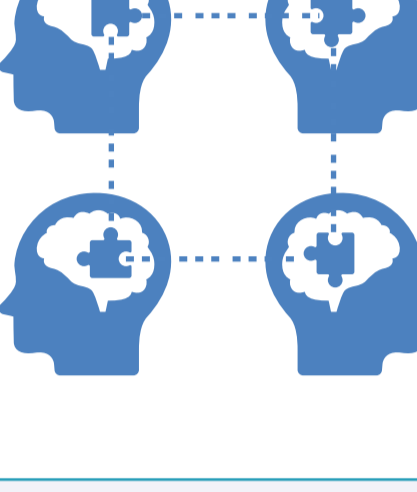

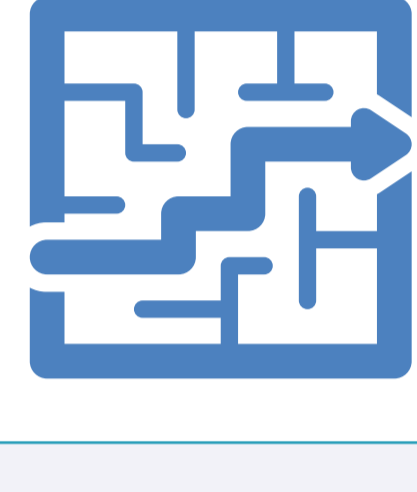


How to Transform Your Support Organization from a **COST CENTER** to a **PROFIT CENTER**

3 COMMON FACTORS Impacting the Support Industry

	 <p>Customer Satisfaction (C-SAT) 75% of Support Organizations recognize C-SAT as a strategic differentiator</p>
	 <p>Backlogs 74% of Support Organizations see overall interactions increasing in 2 years; non-voice to rise by 87%</p>
	 <p>Cost/Profit 57% of Support Organizations relate improving customer experience levels to revenue/profit growth</p>

5 CHALLENGES Being Faced by Support Industry Organizations

<p>1. Resolution Efficiency</p> <p>Improving resolution efficiency is a top priority; ideally, issues should be resolved at L1 without escalating to L2 and L3</p> 	<p>2. Root Cause Analysis</p> <p>When hardware/software support issues arise, performing root cause analysis can be daunting and complex</p> 
<p>3. Knowledge Gaps</p> <p>High rates of churn create "tribal knowledge" instead of lasting, accessible knowledge bases</p> 	<p>4. Outdated Manual Processes</p> <p>Manual ticketing systems lead to inefficiency and lack of transparency</p> 
<p>5. No Easy Solution for Complex Events Processing</p> <p>Lack of easy-to-use solutions means Support Organizations have no capability to manage complex events</p> 	

The Solution








Glassbeam is an evolutionary new platform that collects, distills, analyzes and presents product operational data – log files, license usage, performance, capacity, trends, and more – into a compelling and visually appealing format. By turning complex machine data into insightful, useable information, Glassbeam empowers Support Organizations to become:

 <p>EFFICIENT</p> <p>Glassbeam enables users to pull up log files for easy root cause analysis whenever a customer calls for support. Its integrated search functionality makes searching for required data intuitive and straightforward.</p>	 <p>PROACTIVE</p> <p>Set rules and alerts based on predefined parameters, and create dashboards and reports to stay ahead of common support issues.</p>
 <p>PREDICTIVE</p> <p>Use Glassbeam's advanced analytics to study trends based on historical data to predict issues before they happen.</p>	 <p>PRESCRIPTIVE</p> <p>Glassbeam is not just a log repository; it's a solution repository that can tell support personnel what to do via a centralized knowledge base. No more "tribal knowledge."</p>

The Benefits



 <p>40% reduction in Mean Time to Resolution (MTTR)</p>
 <p>40 to 90 minute time savings per ticket</p>
 <p>25% case reduction thanks to auto-ticketing</p>
 <p>15% reduction in escalation to L2</p>
 <p>20% reduction in overall support costs</p>

Key Takeaway



- ▶ **53%** of Support Organizations recognize analytics as the top factor that will reshape the industry in the next 5 years
- ▶ **However, 40%** of Support Organizations have no analytics capability
- ▶ By leveraging Glassbeam to drastically reduce **MTTR, Backlogs, Case Escalation, and Overall Costs**, Support Organizations can increase customer support revenue and offer new value-added services to their customers – thus transforming their Support Organization from a cost center to a **Profit Center**