

## Customer Support Search

How Asana, Twilio, and SurveyMonkey optimized their customer support centers



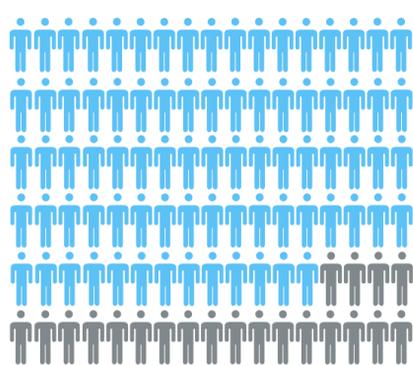
Asana



Twilio



SurveyMonkey

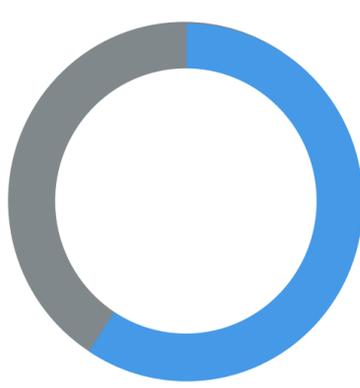


# 81%

of all customers attempt to take care of matters themselves before reaching out to a live representative

# 52%

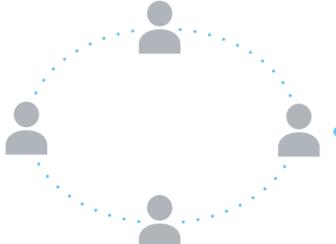
of respondents said they switched vendors recently because of poor service



We've found Swifttype to be a goldmine of analytics data—seeing what people are searching for, finding, and not finding. We share these reports with the product team to illuminate user confusion and pain points, and we use the data to add support content and make product changes.

### Asana is a project management and team collaboration tool

- Keep it simple - "How can we help?"
- Search enables Asana customers to jump to the answers they're looking for
- Use search analytics to see what user queries are returning no results and then create content to directly address those issues
- Customers get the full value out of a detailed product guide and documentation center through search



Asana's new Help Center **empowered users** to educate themselves about the product & made it a "better experience to use the Guide than to contact support."



We now spend less time on support tickets, and users can more easily find what they're looking for with our Help Center's search engine.

### Twilio provides developer APIs for SMS, Voice & Messaging

#### Fine Tuning and Customization

Joshua Atkin used the drag-and-drop result ranking tool to rearrange results for the top 50 queries to make sure the best results were easy to find. Joshua also added queries that were returning no results to minimize the need for users to file support tickets

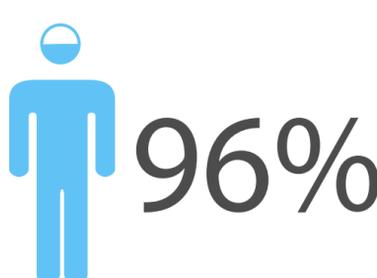
- Easiest way to navigate large amounts of documentation
- Did not have to build site search in-house
- Able to customize results for popular queries
- Use Swifttype analytics to identify gaps in knowledge base & decide what support articles to write next



We were kind of helpless in terms of what would appear for those searches. [Now we can] drag-and-drop the results to the exact order we want in a matter of seconds.

### SurveyMonkey is an online survey tool

- Easy to navigate for all types of customers, regardless of size and use case
- SurveyMonkey utilized the drag-and-drop results ranking tool to customize search results
- SurveyMonkey reviews weekly analytics email containing top searches and top searches with no results to identify new content ideas



of the people that visit the help center find the information they're looking for without contacting us, which means the search and browse paths are **highly effective.**