FORETHOUGHT

Agatha Case Study: **Mixpanel**

Mixpanel is a business analytics platform that allows enterprises to study user behaviour data. Mixpanel's tools allow product, marketing, and data teams to track user interactions on web, mobile, and any device that sends information to the Internet. These teams can leverage these tools to report and measure how users are engaging with their products, experiences, and campaigns so that they can make better business and product decisions.

Mixpanel's Support Engineering team has been embedded at the centre of the company since the very beginning. Team members respond to customer support inquiries and are focused on being consultative partners to customers when they need help. The Support Engineering team's north star metric is the customer satisfaction score - which it measures through a survey that they send to each customer following a support ticket. Mixpanel is proud to have consistently held a score in the mid-90s with its customers.

Customer Profile

mixpanel

Mixpanel is a San Francisco based technology company founded in 2009, with 300+ employees and 20,000+ customers. It currently has 14% of fortune 500 as customers and as of today has raised $75M+ from A16Z, Sequoia, Marc Benioff & David Sacks. It was last valued at $865M.

Management on the Support Engineering team started looking for products that could help Mixpanel improve customer satisfaction earlier this year. Specifically, they wanted to reduce customer support resolution time - which is correlated with customer satisfaction scores. The manager, Marco Sanchez Junco wanted to help his team stay up to date with all the new features and documentation being built at Mixpanel.

User Story

Marco Sanchez Junco is the current manager of support engineering at Mixpanel. An industry veteran, he oversees a global team with a swing shift operation that is responsible for all of Mixpanel's customer base.

Enter Agatha, by Forethought. Agatha is the answer engine for the enterprise, and leverages AI to index past support tickets and knowledge base articles to help support agents answer questions in a fraction of the time. In Marco's words:

"We're always curious to see what solutions are out there to help us push the envelope. We did some vendor analysis and reached out to sev-

"We're delighted to be working with Forethought. The Forethought Agatha platform reduced time to resolution on tickets by up to 32%"

- PJ Ople, Senior Director, Support Engineering & Customer Education, Mixpanel.

eral different companies. Everyone's doing ML! [But] it became really apparent through our in-depth analysis that Forethought was the right solution for us. Forethought wouldn't just surface old tickets, they suggested answers in natural language. This was something we didn't really see elsewhere. Existing solutions required Mixpanel to [already] have content for something to be correctly surfaced. But we're a growing org - content is constantly changing. Forethought was the only one that could keep up."

Mixpanel recently finished a three-month pilot with Forethought. Marco quickly noticed early in the pilot that Agatha was having an impact on his team and could augment the effectiveness of individual support agents by surfacing the right information at the right time. As Marco observed:

"Someone on our team started working on a support ticket, and immediately saw the answer Agatha suggested. She went in and did a bunch of research. Forty minutes later, she came up with the response she wanted to send to the customer. Turns out, our team member's answer was almost exactly the answer Agatha came up with! [Agatha] has really become something the team can rely on and trust. We like that there are only a small subset of tickets that won't get an Agatha response."

Not only did Agatha help improve the effectiveness of the support engineering team, it also became a central part of the everyday life of the team. Marco shares, "Just from talking to people out on the floor, you can tell that this is something they've really come to trust. The team got used to it very naturally and is now baked into the team culture. Team mem-

bers would joke about Agatha, and reference Agatha as if it was another support engineer on the team!" Just as importantly, the approach the Forethought team took to achieve these results also impressed Mixpanel. In Marco's observation:

"We saw that [the Forethought team] took user feedback very seriously and were folding it back into the product in a rapid iteration cycle...I've gone through this vendor selection process several times now, and I'm very surprised by the receptiveness and responsiveness of the Forethought team. It makes a huge difference, especially for us, a team within a company that is obsessed with customer service and knows what good service looks like. Based on the data, we know this product is having a positive impact."

Agatha levelled up Mixpanel's Support Engineering team. Agatha reduced time to resolution up to 32%, which enabled agents to close 20-50% more tickets during the pilot period. This will help Mixpanel improve customer satisfaction scores and help the support engineering team become more productive in their work. Mixpanel has decided to continue working with Forethought beyond the pilot, and recently committed to an annual subscription.

Forethought is looking forward to working with Mixpanel and other companies focused on improving the effectiveness of their customer support function. If you are interested in learning more about Forethought's solutions, including Agatha, please get in touch with us!

Email us at sales@forethought.ai