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“After implementing our ticket deflection widget, we’ve seen \$21,000 dollars saved each month from our users being able to self serve.”

Joe Lodin,

Documentation Manager,
Cisco Meraki



How Cisco Meraki Saves \$21,000 per Month with One Touchpoint

With a diverse and powerful lineup of high-tech products, Cisco Meraki has an equally robust documentation offering to help make its customers successful. The challenge, though, is ensuring that customers can discover self-service content precisely when they need it. To help get the most value out of the company’s documentation, Cisco Meraki sought to extend this content to the case submission form within its online dashboard.

Before MindTouch, Cisco Meraki used an assortment of different services to host all of its FAQs, user guides, manuals, onboarding information, etc. It created its own case submission form that utilized these various sources; the form featured a separate text field where customers could choose from a list of articles at the last second before submitting a case to support. The company found this to be ineffective, in large part because the recommendations were generated from the last word entered.

Upon switching to MindTouch, Documentation Manager Joe Lodin made a commitment to create documentation that went beyond compliance, instead adopting a customer-centric approach. He revisited the way Cisco Meraki handles tickets at the point of submission, utilizing a combination of MindTouch search capabilities,



MindTouch-powered documentation, and Google analytics to intelligently offer customers more accurate suggestions automatically based on their queries.

The new system improved the experience for nearly 45% of cases (the remaining support tickets are submitted through phone or email). Since switching, Cisco Meraki has saved \$21,000 a month on support costs. The way Joe Lodin and Cisco Meraki incorporated their MindTouch content into the case submission form has inspired the development of the MindTouch Ticket Deflection Touchpoint. With the simplicity of this plug-in Touchpoint, any company can now find the same success as Joe Lodin and Cisco Meraki.

Why Cisco Meraki Needed MindTouch

With a large, global customer base and technically complex products, Cisco Meraki needed to provide the best possible onboarding and content experience for employees and customers. Prior to MindTouch, Cisco Meraki used a suite of different services for its product and support content that frustrated customers. With MindTouch, it sought a single solution for creating and disseminating content that helps customers succeed with Cisco Meraki products.

About Cisco Meraki

Industry: IT Hardware / Software

Challenge: Self-service / Ticket deflection

Founded in 2006, Cisco Meraki (formerly Meraki) has grown to become an industry leader in the IT space, with over 140,000 customers and two million network devices online around the world. Its comprehensive set of solutions includes wireless, switching, security, communications, enterprise mobility management (EMM), and security cameras, all managed through Cisco Meraki's web-based dashboard interface. This allows customers to seize new business opportunities and reduce operational costs.

About MindTouch

MindTouch is a leading cloud-based solution for customer success and engagement management, helping companies create smarter customers to speed sales and product adoption—and encourage renewal and upsell. MindTouch helps transform content a company already produces into a customer engagement channel. Unite help content from support, product, and training into a mobile-ready, SEO-optimized site for all of the company's content. MindTouch brings the customer record (CRM) and customers' self-service behavior together for insight into their experience with the brand. MindTouch helps companies double organic web traffic, triple user time on site, and reduce the bounce rate by 50 percent.