

Service Transformation Roadmap for Real-Time Data Platform Co.

ABOUT AEROSPIKE

Aerospike Database is a flash memory and in-memory open source distributed key value NoSQL database management system.

AEROSPIKE

CHALLENGE

Aerospike's customer service team was unable to support their exploding company growth:

- Competing stakeholder priorities not tied to business outcomes
- Out of cycle project with limited budget
- Undefined CRM Objectives and KPIs across Sales, Support, and Services teams
- Unclear technology and integration strategy

SOLUTION

Aerospike hired Thunder for a 3 week of advisory engagement including 11 workshops to help define an optimized Service transformation roadmap.

RESULTS AT A GLANCE



Alignment on CRM Vision and Objectives



Value-driven Roadmap



Secured budget required to achieve impact



Service
Cloud

"We're in a strong position and I attribute this to the quality of the Thunder team."

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CHALLENGE

Aerospike struggled with their existing Service Cloud solution due to:

- Overly customized Salesforce Org was not able to scale with fast company growth, legacy code/processes created unknowns/significant tech debt when embarking on new projects
- Lack of accurate reporting and operational insights
- Email-to-Case provided for poor customer experience and quality of service as real-time communication could not be shared easily with customers

SOLUTION

Aerospike partnered with Thunder to enhance their Service solution for 100+ users:

- Creation of new Service Console App leveraging Salesforce Service Cloud standard features such as Milestone tracking, Macros, and redesigned Lightning Pages for maximum efficiency
- Creation of net new Lightning Web Component with custom file upload requirement engine, FTP webhook, and Knowledge Article recommendations
- Configuration of Entitlements & Milestones to track performance against SLAs
- Migration of Full Knowledge Base to the Salesforce Platform
- Design of public-facing Knowledge Base within Support Community Portal
- Improved reporting to provide accurate measurements of key KPIs

RESULTS AT A GLANCE



Time to Resolution averaging 11.5 hours



Portal/Self Service Case deflection 46%



SLA met 99.75% of the time



Support CSAT average score of 5/5



2 total customer case escalations in 2.5 months post go-live



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THUNDER