

Nomination: 18465

Increase Customer Centricity with Premium Services: SolarWinds Gold-Worthy Innovation

Page: General Information

Name of Organization / Company

Solarwinds Inc

Logo

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Web Site Address

<https://www.solarwinds.com/> (<https://www.solarwinds.com/>)

Page: Entry Information

Entry Title

Increase Customer Centricity with Premium Services: SolarWinds Gold-Worthy Innovation

Category

J01 - J04 Award for Innovation in Customer Service > J04. Award for Most Innovative Customer Service Department / Team of the Year > Computer Industries

Submission Format

An Essay of up to 625 Words

Essay

With the increased complexity of the technology management, planning, and implementation landscape, SolarWinds has set the foundation of an excellent premium support program to enrich the lives of our customers, partners, and stakeholders. Recognizing the significance of fast, efficient, and proactive customer service, SolarWinds met and exceeded the expectations of our top-tier enterprise clients. Previously, all customers, regardless of company size, lifetime value, or annual recurring revenue (ARR), received the same level of professional support.

The SolarWinds Premium Support program, unveiled through the dedicated platform (<https://support.solarwinds.com/premium-support-offerings>), caters to the top enterprise customers relying on the platform and applications to monitor mission-critical applications. The primary program focus is providing the fastest response time when issues arise, reflecting the company's commitment to ensuring seamless operations for clients.

Active Support: Ensuring Rapid Issue Resolution

One of the key pillars of SolarWinds Premium Support is its active support mechanism. Enterprise customers with priority 1 support cases expect a response within 30 minutes. SolarWinds goes beyond the 2023 customer service quality benchmarking report of 95% CSAT, 97% within the initial response, and an average of three minutes for every incoming call, offering designated advanced support resources and an escalation team that is intimately familiar with the client's environment. This swift and targeted response minimizes downtime and quicker recovery for mission-critical applications.

Proactive Support: Partnering for Optimization

SolarWinds takes customer support a step further with its proactive support initiatives. The company assigns Customer Success Managers (CSMs) and Customer Success Engineers (CSEs) to its premium support level 2 and 3 customers. Through Joint Technical Reviews (JTRs), these technical resources proactively evaluate the customer's environment, providing recommendations for optimizing their setup and suggesting improvement plans. The CSMs, in collaboration with the customers, develop personalized success plans, delving into business objectives and use cases to transform mere monitoring into a comprehensive observability strategy.

Customer Feedback: A Testament to Success

Featured on Channel Asia Tech, Charting Customer success for the aviation industry with SolarWinds. An airline's IT operations manager commented, "Besides having in place effective observability technology, in the realm of IT complexity, having a proactive team and ready support goes a long way. We are pleased with the SolarWinds premium support services as their quick response and dedicated expertise have helped us remediate issues, mitigate potential system crises, and evade financial and reputation losses."

A Global System Integrator (GSI) partner servicing a federal customer provided his feedback, "A SolarWinds Premium Support engineer provided a straightforward answer, specifically to the questions we submitted on the case. This helped us quickly understand and pinpoint what to provide to our security team with the detailed remediation steps he offered. Thanks for the excellent support."

Their experiences highlight exceptional customer service, the proactive approach, increased customer centricity, improved understanding of the monitoring tools, seamless onboarding processes, and a 200% increase in Net Promoter Scores (NPS) for those identifying support as the main driver of NPS.

The SolarWinds Advantage - Fostering Advocacy and Partnership

The SolarWinds premium support program has not only strengthened its relationship with existing customers but also made them champions and advocates for the brand. Feedback from sales and renewal teams underscores how decision-makers, engineers, and IT leaders have become staunch advocates for SolarWinds. This transformation has translated into increased product license purchases, solid partnerships, and enduring relationships.

The SolarWinds Premium Support program is a testament to the company's commitment to innovation, customer-centricity, excellence in technology management, and a successful outcome from their observability investment. In a rapidly evolving technological landscape, SolarWinds has demonstrated that providing premium services isn't just a business strategy—it's a commitment to customer success and satisfaction.

Links

• <https://www.channelasia.tech/brand-post/content/709831/charting-customer-success-for-the-aviation-industry-with-solarwinds/?preview-hash=abf9854bfded455a6f28899b503a31060fce6022>

• <https://support.solarwinds.com/premium-support-offerings>

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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File 2

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File 3

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Do You Have Website URLs you would like to link to

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URL 2

<https://support.solarwinds.com/premium-support-offerings> (<https://support.solarwinds.com/premium-support-offerings>)

URL 3

<https://www.klausapp.com/customer-service-benchmark-report/> (<https://www.klausapp.com/customer-service-benchmark-report/>)

URL 4

<https://support.solarwinds.com/> (<https://support.solarwinds.com/>)

URL 5**URL 6****URL 7****URL 8****URL 9****URL 10**

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