Nomination: 18647

CleverTap: A Strategic Partner in Growth through Customer-Centric Service Innovation

Page: General Information

Name of Organization / Company

CleverTap

Logo

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Web Site Address

https://clevertap.com/ (https://clevertap.com/)

Page: Entry Information

Entry Title

CleverTap: A Strategic Partner in Growth through Customer-Centric Service Innovation

Category

J01 - J04 Award for Innovation in Customer Service > J02. Award for Innovation in Customer Service Management, Planning & Practice > Other Service Industries

Submission Format

An Essay of up to 625 Words

Essay

CleverTap has revolutionized customer service planning and practice by strategically positioning itself as a strategic partner to our customers, rather than just a provider. Our model is crafted to deeply understand and align with our customers' core priorities, aiming to deliver tangible, measurable outcomes. Which stands on three robust pillars: Customer Onboarding, Customer Support, and Customer Success. Each of these pillars is enriched with innovative strategies and state-of-the-art tools, showcasing our relentless quest for excellence

Innovation with AI:

A cornerstone of our innovative customer support strategy is the "Ask" Generative AI-enhanced customer support bot. "Ask" embodies the fusion of cutting-edge Generative AI with our deep-rooted customer service ethos. It learns from an extensive array of resources, including user docs, dev docs, and blogs, transforming this wealth of information into intuitive support responses. This powerful tool not only revolutionizes customer support by providing instant, accurate, and personalized responses but also significantly reduces ticket volume by empowering customers to find resolutions independently. The impact of "Ask" is profound, leading to a significant reduction in requester wait time and consistently high satisfaction metrics, with scores maintaining above 96% each quarter for 1.5 years.

Tools & Technology

-Customer Onboarding- Our innovative approach extends beyond Al-driven support. In Customer Onboarding, we transcend conventional methods by adopting a proactive, personalized strategy designed to reduce customer effort and elevate the customer experience. We have successfully minimized integration iterations and enhanced customer understanding through strategic initiatives such as offering sample projects for seamless implementations, providing comprehensive documentation, and ensuring high-touch onboarding services. These efforts have resulted in a 10% average quarter-by-quarter reduction in time to first value and a 2.2% increase in average onboarding CSAT.

-Our approach to Customer Support leverages the Knowledge Centered Support (KCS) model, complemented by industry tools like Zendesk, ensuring that every customer interaction is efficiently managed and resolved, driving continuous improvement and fostering a dynamic, self-evolving knowledge base.

-Other tools like ChurnZero, Mindtickle, Call.Al help to improve the planning and program management for Customer Success Managers, combined with our strategic, customer-centric approach, empower CleverTap to not just meet but exceed customer expectations, paving the way for strong, value-driven relationships and solidifying our position as a strategic partner in our customers' growth and success.

Customer-Centric Approach in Planning:

CleverTap's Customer Success framework intertwines strategic partnerships, personalized onboarding, and proactive support to ensure customer success. Emphasizing value realization, educational initiatives, and advocacy, it's not just a service model but a commitment to customers' growth.

In Customer Success, our strategy is centred around being a strategic partner, deeply engaged in fostering value realization and encouraging product adoption and advocacy. We have made significant strides in aligning closely with our customer's goals, as highlighted in the 2023 Forrester-certified study on CleverTap's Total Economic Impact™, which showcased an impressive 561% ROI for businesses leveraging our platform.

Dedicated Customer Engagement Practice:

CleverTap's commitment to customer engagement and product adoption is exemplified through an array of interactive and collaborative initiatives. In 2023, we hosted over 150 workshops, offering a platform for customers to learn and share industry best practices, thereby enhancing their proficiency with our product. Additionally, we fostered community and connection through 30+ customer dinners and facilitated knowledge exchange and partnership through 1000+ in-person customer meet-ups, issued 6000+ certifications for our customers with the CleverTap University initiative.

Awards & Recognition:

Our dedication to innovation and customer-centricity has not gone unnoticed. In 2023, CleverTap was honored with over 30 awards and recognitions, spotlighting not just our product and organization but also our customers' achievements. CleverTap won best Customer Service Award at Entrepreneur Awards, 2023. Our significant presence on platforms like G2 and Gartner, with 350+ badges and 160+ reviews, further cements our position as a leader in customer service excellence.

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

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