

Company: Valimail, Boulder, CO

Company Description: Valimail is a pioneering leader in email authentication and identity-based anti-phishing solutions. Founded in 2015, the company helps thousands of organizations worldwide stop email impersonation and ensure DMARC enforcement with unmatched ease and effectiveness. Valimail invented hosted DMARC in 2015 and has remained at the forefront of innovation in domain protection.

Nomination Category: Support Categories

Nomination Sub Category: Support Team of the Year

Nomination Title: Building Trust Through Every Ticket

1. Tell the story about what this nominated team has achieved since January 1, 2023 (up to 650 words). Focus on specific accomplishments, and relate these accomplishments to past performance or industry norms.

Total 459 words used.

Since January 1, 2023, Valimail's Product/Customer Support Team has delivered a level of excellence that exemplifies our commitment to trusted, secure email ecosystems and world-class customer experience. In a rapidly evolving cybersecurity landscape, our support team has been a cornerstone of Valimail's success—helping customers navigate complex DMARC enforcement, quickly adapt to industry changes, and deploy Valimail solutions with confidence and ease.

In 2023, the team achieved a 100% satisfaction score (CSAT) on over 3,000 support interactions—an incredible accomplishment that speaks to both their technical depth and customer-first mindset. What sets this team apart isn't just the metrics—it's their mission-driven approach. At Valimail, trust is core to our values, and the support team brings that value to life every day by being responsive, knowledgeable, and proactive.

The team reduced First Response Time (FRT) by over 50% year-over-year, far exceeding industry benchmarks, and maintained a 97% same-day resolution rate across all tickets. Even as Valimail rapidly scaled its customer base and introduced new product features—including the launch of Valimail Align and automation improvements—the team kept pace with minimal increase in staffing, thanks to streamlined workflows and strategic automation.

One of their most impactful innovations was the creation of a comprehensive, self-service Knowledge Center. Designed in partnership with Product and Customer Success, this resource has led to a 65% increase in self-service engagement and deflected over 1,200 support tickets in under a year. The team also collaborated with Engineering to embed contextual support into the Valimail platform, empowering customers to troubleshoot in real-time.

As email authentication gained urgency in early 2024 with Google and Yahoo's new DMARC requirements, the Valimail support team became a critical partner to organizations trying to avoid disruption. They developed tailored support pathways for senders in various stages of enforcement readiness—offering rapid-response consulting, live chat coverage, and priority escalation workflows. Their guidance enabled hundreds of organizations to meet enforcement deadlines, protect their brands from spoofing, and ensure continued email deliverability.

Internally, the team invested in their own development too. Through new internal training programs, team members deepened their expertise in DNS, SPF/DKIM/DMARC, and automation troubleshooting. This resulted in a 22% increase in first-contact resolutions and significantly reduced the need for Engineering escalations.

Despite the often high-pressure nature of security support, Valimail's team has maintained a culture of calm, curiosity, and compassion. They're not only fixing issues—they're building trust. Since 2023, multiple enterprise clients cited the support experience as a key factor in renewals, describing it as "the best support team we've worked with in cybersecurity."

The Valimail Product/Customer Support Team is more than a help desk—they are a strategic differentiator. Through operational excellence, relentless empathy, and a shared commitment to keeping the world's email safe, they've set a new standard for what support can be.

2. In bullet-list form, briefly summarize up to ten (10) accomplishments of the nominated team since the beginning of 2023 (up to 150 words).

Total 105 words used.

- Maintained 100% CSAT on over 3,000 support interactions in 2023.
- Reduced First Response Time by 50% YoY; achieved 97% same-day resolution rate.
- Launched a new self-service Knowledge Center; deflected over 1,200 tickets.
- Partnered with Engineering to embed contextual support into the Valimail platform.
- Created custom support pathways for DMARC enforcement deadlines (Google/Yahoo), aiding hundreds of organizations.
- Enabled support at scale during new product launches without increasing headcount.
- Helped drive renewals by being cited as a primary factor by multiple enterprise clients.
- Supported customers during time-sensitive email authentication rollouts with zero SLA breaches.
- Reinforced Valimail's core value of trust through exceptional, empathetic service delivery.

Attachments/Videos/Links:

[Building Trust Through Every Ticket](#)



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