



Leverage support data to increase efficiency

Looker Application

Customer Support Analytics

Customer support has become a critical component of business everywhere. However, most support tools give support management only limited access to the data, with limited analytical capabilities.

Your support team should be responsive, knowledgeable about historic encounters with each customer, and effective at resolving each customer's issues. The Looker Application for Customer Support Analytics allows the entire team to access customized and complex analysis that appropriately measures your unique support business. This provides support teams with analysis they need to offer optimal support for their customers, improve support processes, and automatically share findings with other relevant teams to round out analysis of the customer journey.

Get insights that help:

Manage and optimize support efficiency

Reallocate tickets based on difficulty or priority

Spot negative ticketing trends early

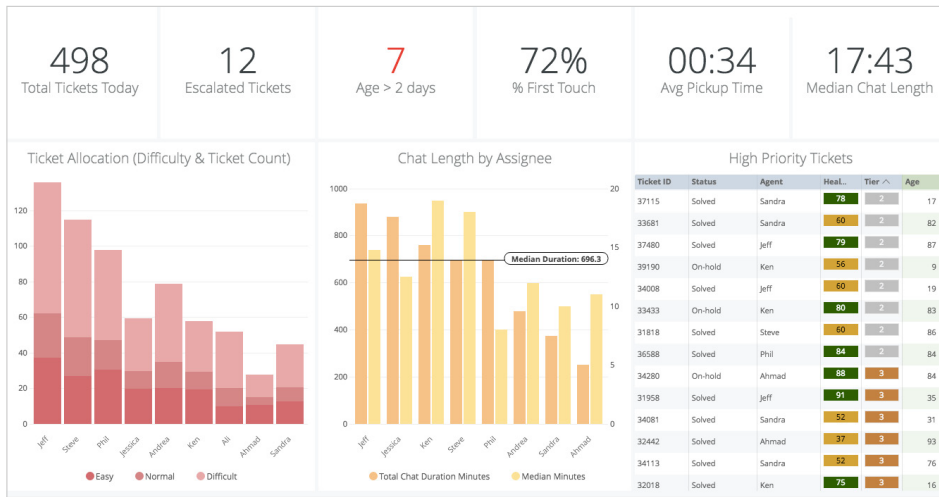
Understand the impact of issue resolution



Pick and choose from these dashboards for your specific business needs

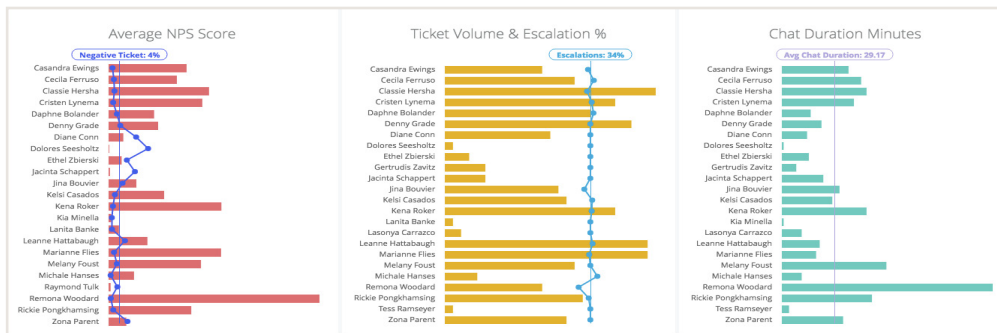
Support Command Center Module Gain Real-Time Insights

Get a holistic view of support performance, assess ticket severity to better prioritize tickets, and easily spot ticketing trends early.



Agent Comparison Module Allocate Resources Efficiently










Monitor and improve your team's performance, identify opportunities for training, and understand how different support processes change product usage.



Pick and choose from these dashboards for your specific business needs

Customer Experience Module Get a Complete Picture

Quickly understand each customer’s experience with your support process, and see how all previous interactions impacted their happiness and product usage.

Support Ticket History								
Ticket ID	Chat Start Date	Chat End Date	Name	Assignee Avatar	Ticket Type	Tone	Response Time	Chat Duration
37350	2016-04-01	2016-04-01	M Joy Yang		Bug	neutral	15	49
37220	2016-03-30	2016-03-30	M Joy Yang		Bug	neutral	9	41
36040	2016-03-17	2016-03-17	M Anthony Lai		One off - Short	neutral	28	50
34806	2016-03-04	2016-03-04	M Jin Yan		Bug	neutral	14	34
33902	2016-02-23	2016-02-23	M Jin Yan		One off - Short	positive	15	29
33066	2016-02-12	2016-02-12	M Joy Yang		One off - Long	neutral	12	52
31787	2016-01-28	2016-01-28	M Joy Yang		One off - Short	neutral	15	19
28994	2015-12-16	2015-12-16	M Joy Yang		One off - Short	neutral	20	88
29016	2015-12-16	2015-12-16	M Joy Yang		Linked to Article	neutral	30	91

Kickstarter Leverages Looker to Offer Superior Customer Service

Kickstarter is an online platform that invites donors to fund creative projects. It has more than 10 million people worldwide backing projects. The company uses data to drive every business decision, and customer service is no exception. When the support team members began using Zendesk to track support interactions, they wanted deeper insights to continually improve the quality and results of their work. Using Looker, they created a dynamic dashboard that shows performance metrics, such as “average time to first response” and “satisfaction quality”, and that makes it easy to drill down into the details. Today, team members analyze each customer interaction using Looker, and customer satisfaction is at an all-time high.

Become a Data Driven Company

Built on the Looker Data Platform, the Looker Application allows any company to quickly deploy expertly built, tailored solutions specific to each business unit or industry on top of a single source of truth. Now, instead of relying on siloed departmental tools with backward-facing reports, the entire company can use Looker to understand each aspect of its business, make data-driven decisions, and gain a competitive advantage.

Combine the Looker Application to Build a Company-Wide Data Platform Today

Department

- Sales
- Customer Success
- Operations & Logistics
- Marketing
- Customer Support
- Product
- Web

Industry

- Retail
- Telecommunications
- Media
- Gaming
- Financial Services
- Healthcare
- Manufacturing

“We use Looker to provide up-to-the minute insights and answers to our support team. For example, if they see a spike in support tickets, they can drill into the data to see type, severity, and location of the tickets that can then be used to support their hiring plans. Do we need more German-speaking staff? Do we need more technical staff? They can now easily explore the data to answer those questions.”

Kevin Showkat, Data Analyst,
Kickstarter