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IrisAgent



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*The annual listing of 20 companies that are at the forefront of providing
Digital Experience solutions and transforming businesses*

IrisAgent

Offering a Proactive Customer Support Platform

“Context is everything, when it comes to customer support,” says Palak Dalal Bhatia, the founder of IrisAgent.

Palak might be a recent MBA graduate from Harvard Business School, but when it comes to industry acumen, she truly is a cut above the rest. She mentions, “Customer support has always been on the front line with customers. However, when customers (rather than the company) are the ones to flag product and user experience issues, they’re automatically on the back foot. It’s their responsibility to keep customers happy and resolve tickets in a timely manner, but they often don’t have the knowledge or resources to do so.”

The reason behind this is simple. Cross-functional communication between support, product, and engineering is typically non-existent and, at best, disjointed. When feedback from customer support doesn’t reach product teams, they are unable to leverage user insights to inform the product roadmap and improve day-to-day functionality. Similarly, if product teams don’t communicate with support about upcoming updates, releases, and enhancements, they are unaware of the latest changes and unable to assist customers effectively. Without automated tagging or categorization functionalities, support agents must triage each support ticket one by one—potentially before responding to the customer.

That’s where IrisAgent comes in.

Palak states, “At IrisAgent, we integrate customer support with engineering and product sources to contextualize user issues and prevent costly engineering escalations.” By detecting, preempting, and resolving customer issues associated with product failures, IrisAgent is able to give actionable insights to an entire organization—unifying support, product, engineering, and beyond—to solve for the root cause and empower actions that fix problems before they start.

At heart, IrisAgent’s mission is simple: make customer support better for everyone. The company’s platform brings people together by providing customer support, product and engineering teams with visibility into bottlenecks and problem areas. “In today’s fast-paced world of DevOps and ever-evolving release cycles, “failure” - outages, performance issues, and bugs - is inevitable; delays, engineering escalations, and poor customer experience are not,” says Palak. “IrisAgent proves that innovation doesn’t have to be

synonymous with disruption by offering support teams the deepest understanding of trending issues that are affecting (or may affect) customers.”



Palak Dalal Bhatia

“At IrisAgent, we integrate customer support with engineering and product sources to contextualize user issues and prevent costly engineering escalations”

Through its proactive customer support platform, IrisAgent automatically tags and finds the resolution of customer support issues using internal signals and sends real-time alerts for major issues. “IrisAgent is proactive because we enable companies to get on top of product and customer issues in real-time, preventing costly engineering escalations,” says Palak. It enables users to find out what’s affecting customers at scale by detecting product and customer experience issues based on anomalies and trends in support data. With IrisAgent, customer support agents don’t have to reinvent the wheel every time as the platform uses NLP and AI techniques to identify older tickets with similar reasons and resolutions, reducing tickets’ Mean Time to Resolution (MTTR), and boosting customer satisfaction.

IrisAgent uses machine learning to suggest relevant articles from your knowledge base. “Our platform’s sentiment analysis capabilities help customer support agents prevent and predict customer frustration and escalations,” states Palak. IrisAgent can identify the intention behind and categorize tickets associated with the clients’ domain and industry. Further, with IrisAgent’s auto-responder functionality, support agents can delegate common, repetitive tickets associated with known product issues, enabling them to focus on more complex queries.

With its AI-powered auto-responder capabilities, IrisAgent takes simple, repetitive tickets off the support team’s plate to enable them to focus on more complex issues. “However, we’re more than just a chatbot,” informs Palak. Today, their root cause discovery feature immediately identifies why a ticket has been created and provides support agents with routes to resolution, but ultimately the company is looking to fix problems before they start. To this end, as Palak states, “Beyond ticket deflection for incidents and user outages, which we’ll be rolling out this month, the next 18 months will see us double down on our analytics capabilities to take our Customer Health solution—and incident detection abilities—to the next level.” **CR**