

## SUCCESS STORY

# How Imperva enhanced customer self-service and dramatically increased case deflection

## SUMMARY

Following several M&As and a huge internal reshuffle, Imperva set a company-wide priority of “delivering an exceptional customer experience.” A fundamental piece of this strategy was to enable users to find the information they need by themselves, no matter where they may be searching for it.

Imperva worked with Zoomin to create a scalable, unified interface for customers to easily access the answers they need. Interestingly, what started as a project designed to increase self-service, evolved into a powerful asset for driving multiple business goals.

## KEY SUCCESSES

**40% decrease in support cases** that were marked by support agents as “could have been deflected by documentation”

**25K unique monthly users**, providing the marketing team with additional opportunities for engagement, promotion, upselling and cross-selling

**>360 projected annual increase in new sales leads** who requested a product demo after interacting with documentation



**Industry:** Cybersecurity

**Headquarters:** US, Israel, N. Ireland

Imperva, an award-winning leader in cybersecurity, protects data and applications where they reside – on-premises, in the cloud, and in hybrid environments.

39 of today's Fortune 100 companies, including banks, healthcare organizations and commercial enterprises, depend on Imperva to protect against a range of threats, such as DDoS attacks and the targeting of organizational data.

## THE CHALLENGE

Imperva was delivering online help through PDFs in Salesforce and via FTP. These PDFs contained a wealth of information that users needed to resolve issues, but the outdated and high-effort search experience meant customers were often left frustrated and without answers.

The content experience was neither personalized to each user, nor optimized to be mobile-friendly. And when customers couldn't find the answers they needed, many of them turned to costly live support. To illustrate the difficulty of finding information, here's what the typical search experience looked like:

1. Searching for documentation within the Salesforce Customer Portal, which yielded only the names of PDFs.
2. Downloading thousand-page PDFs and searching for answers without the aid of intuitive, topic-level results.
3. Searching for specific terms within each PDF, and then clicking through hundreds of results.

“We had all these different interfaces with customers for different products, with different branding and content. It was clear that users weren't getting the information they needed, in the one place where it should've been – the customer portal.”

- Rick Teplitz

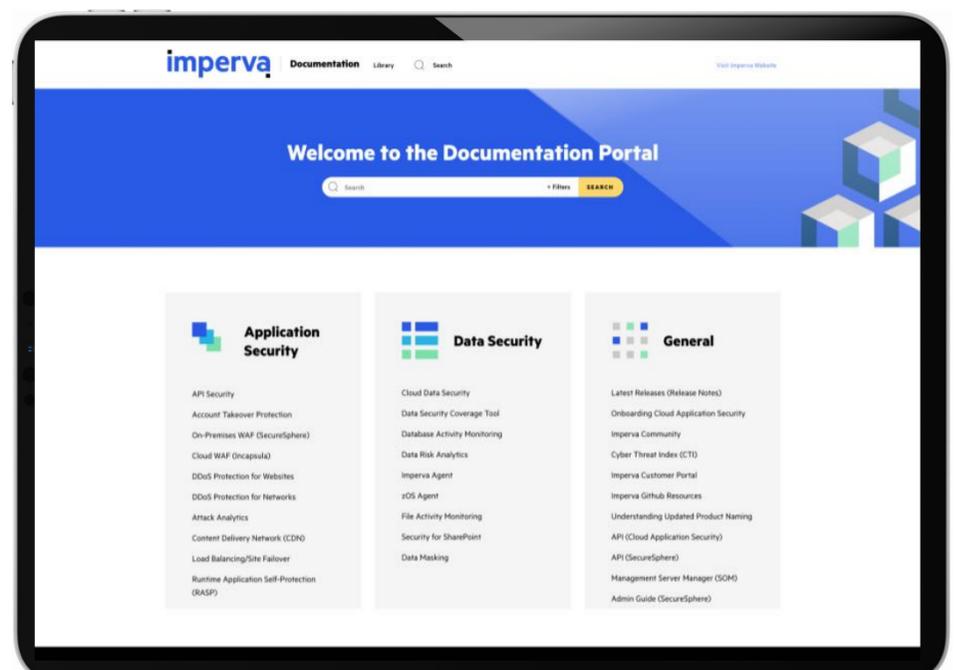
Documentation and Project Manager, Imperva

## THE SOLUTION

Imperva knew that exceptional customer experiences start with empowering customers to self-serve more effectively. They needed to find a way to deliver all of their content in one place and serve it up in a consistent format.

Imperva selected Zoomin's platform because of the ease of providing and consolidating content and presenting it in a unified manner. With Zoomin's help, they launched a documentation portal designed to:

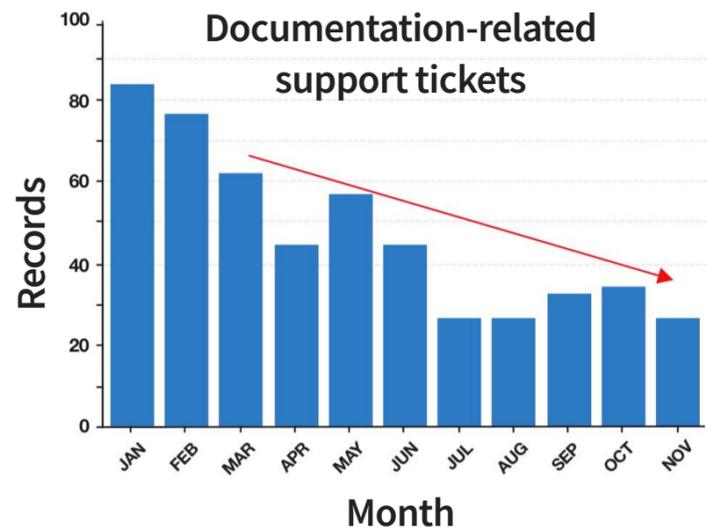
- ✓ Deliver all technical content for their extensive range of products in one place
- ✓ Make it easy to find answers and eliminate dependence on PDFs by creating structured content with taxonomy-backed search
- ✓ Personalize the content experience based on user profile, preferences and more
- ✓ Seamlessly integrate into their Salesforce instances used for customer self-service
- ✓ Integrate features to obtain customer feedback on content



## IMPACT

Today, Imperva's documentation portal hosts content for a wide range of products. Zoomin's dynamic platform has enabled Imperva to integrate content continuously, no matter who created it or what format and tools they used.

This flexibility has allowed the company to scale as different teams are able to collaborate on, deliver and migrate their content into one unified interface with consistent branding.



### Case Deflection

Within a year, Imperva's support team saw a **40% reduction in support cases** that could be deflected through documentation. There was also a significant decrease in overall cases - 20% of which were attributed to increased findability of technical content.



### Increased Traffic

The doc portal has become a major hub for traffic with **25,000 monthly visitors**, and more than 50% of visits coming directly from search engines. This provides their marketing team with increased opportunities for interaction, engagement, promotion, upselling and cross-selling. The portal has also increased customer engagement by providing an additional support channel to communicate.



### Lead Generation

Imperva integrated A/B testing and multiple calls-to-action to convert prospects reviewing technical content before purchasing. This transformed the portal into a lead generation platform, projected to bring in over **360 new leads per year**.

“What’s incredible about this project is that it started as a way to help customers self-serve, but it has grown to become an enterprise resource that directly supports the efforts of the marketing, support, community, and R&D departments.”

- Rick Teplitz