Embrace.ai
Case Study

WP Engine Reduces Chat Volume In Its Support Portal By 45% With Embrace

ROI From AI For WP Engine and Its Customers

Benefits

45% reduction in the volume of chats generated by customers who cannot successfully self-serve in the Support section of its portal as a result of Embrace.ai's conversational search capabilities

50% reduction in average of time and effort for internal employees to resolve customer issues when using Embrace

Overall project ROI of **1,300%**

Challenges Faced

- **Support, Customer Success, and Onboarding Employees**

"Our Support teams want to provide help as quickly as possible." said Customer Onboarding Leader, Alex Kosub.

WP Engine employees faced a significant challenge leveraging technical support-related information. The company had a comprehensive knowledge base, yet this wealth of information was difficult to access. Support technicians often got stuck trying to find answers and would ask colleagues for help. This consumed valuable time for both the person asking and the colleague responding to address the employee's question.

- **Customer Service**

Externally, WP Engine recognized a similar issue among its customers. The company's customer research indicated a clear preference for self-service. Customers visited the Support section of the customer portal, attempting to use the search function to solve their issues. When unable to find needed information they started a chat with Support or opened a ticket. The success rate of these self-service attempts was lower than WP Engine's goals. This meant that Support team members spent a great deal of time answering high volume, low complexity questions.

WP engine®

Customer Profile

WP Engine empowers companies and agencies of all sizes to create, manage, and optimize their WordPress websites with confidence. The company provides premium, enterprise-grade solutions, tools, and services, including specialized offerings of Managed WordPress, Headless WordPress, industry-tailored solution suites, and developer-centric tools. Its innovative technology and expert guidance from leading WordPress professionals have served more than 1.5 million users and customers across 150+ countries. It's no wonder why more of the top 200,000 sites in the world use WP Engine to drive their digital experiences than anyone else in WordPress.

Industry

High Tech

Users

- 200+ support, customer success, and onboarding employees
- 200,000+ customers and 370,000 individual customer contacts

Solution

- **Phase 1 - Internal Employee Use Case**

WP Engine's first step was to address the internal challenge. The company deployed Embrace via Slack to over 200 Support Technicians, Onboarders, Customer Success Managers, and Technical Account Managers. Embrace served as an always-on subject matter expert. It provided quick access to the vast knowledge base. This solution streamlined the information retrieval process internally.

- **Phase 2 - End Customer Self-Service in Portal**

With the success of the internal deployment, WP Engine was ready to extend the solution directly to its customers. The company provided access to Embrace's technology for all 200,000 WP Engine customers and 370,000 customer contacts through its customer portal. This rollout was the result of a close partnership between Embrace and WP Engine. Together, they ensured the solution delivered on key requirements. Lindsey Haas, Head of Digital Customer Experience, described the collaboration, "It's just been a really special partnership. We always feel supported!"

> *"Connecting people with our documentation in a way that meets them where they're at has been our goal, and Embrace has really helped there!"*
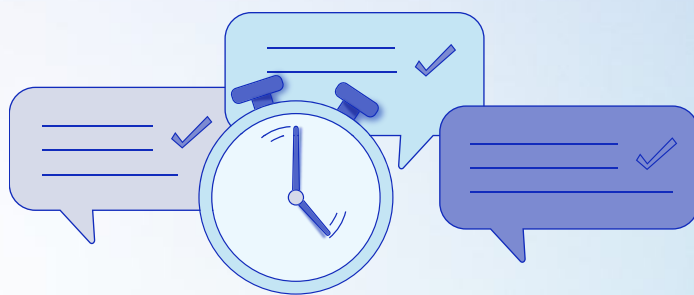>
> Mandy Curry, Content Manager

WP Engine Customer Support Center

Benefits for Internal Employees

The impact on internal operations was significant. Historically, inquiries took 10-20 minutes each to resolve. **With Embrace, this employee time to answer a customer question was cut by 50% on average.** It also eliminated the need for employees to spend time answering colleagues' questions internally. Currently, the team uses Embrace for an average of over 3,000 questions each month.

> *"We are all about collaboration and communication so having Embrace in Slack has been so helpful!"*
>
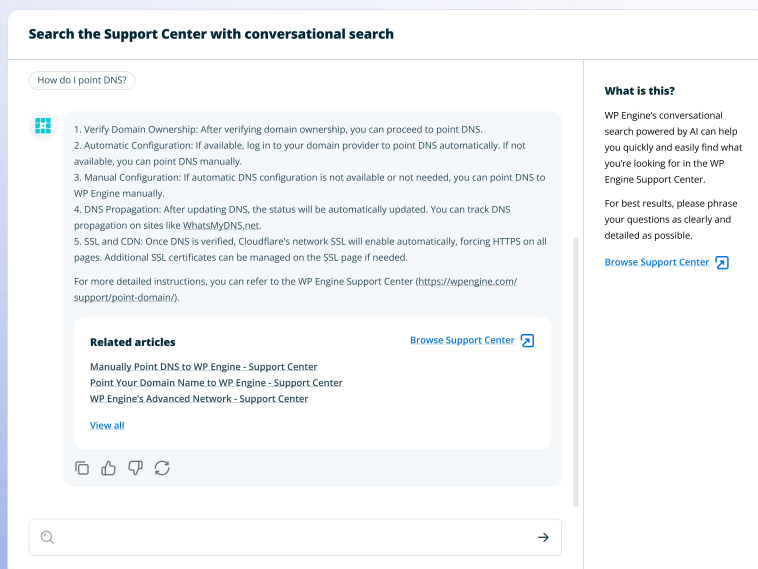> Clyde Melendez, Director of Technical Support

Benefits for External Customers

Externally, the benefits were equally impressive. Customers now pose an average of 3,500 questions per month to Embrace with less than 1.5% of responses receiving negative feedback from those users. **With Embrace, 45% fewer customer users need to move on to a Support Chat compared with the previous self-service capability.** This represents a significant improvement in both the customer experience and the volume of chats and related tickets.

> *"Embrace is a channel for customers to ask questions and get answers in a conversational way. It's like enhanced search x10."*
>
> Lindsey Haas, Head of Digital Customer Experience

Overall ROI

The return on investment (ROI) for this project has been extraordinary. **The one year ROI was calculated at 1,300%.** This figure underscores the real business value created by the project. It addressed critical needs for WP Engine, streamlining both internal operations and customer self-service. The partnership with Embrace has transformed how WP Engine accesses and utilizes its vast repository of knowledge, benefiting employees and customers alike.

Embrace.ai

About Embrace.ai

Embrace.ai is an AI-driven platform designed to optimize how companies manage and utilize their internal knowledge, enhancing interactions between companies and their customers. The platform integrates into business workflows to improve go-to-market efficiency by providing conversational access to essential content and enabling various functions such as marketing, sales, and customer support. This approach helps businesses streamline processes and ensure that all interactions are informed and personalized, aligning with the needs and expectations of modern consumers. To learn more about Embrace.ai offerings, visit embrace.ai and follow Embrace.ai on our blog and Linkedin.

For more information visit
Embrace.ai