Embrace.ai
Case Study

Symplicity Achieves 100% CSAT Score After Only 3 Months with Embrace

Benefits

Support ticket CSAT without Embrace was **88%** and jumped to **100%** with Embrace (from Aug - Nov)

Reduction in overall support closure time **decreased by 38%** from 4 hours to 2.5 hours

Every agent has become a “senior/ tier 2” agent overnight

Challenges Faced

Customer Service

Symplicity wanted to keep up with growth while maintaining a robust support experience without adding cost. This was progressively getting more difficult because of the extensive Symplicity product portfolio and infrastructure – 13 products with differing levels of functionality.

> *“We wanted to provide a sophisticated AI support tool to enhance our team’s effectiveness. In addition, we wanted to provide the support team with context so they could understand the caller’s situation and react with efficiency and empathy.”*
>
> Jacob Harper, Director of Global Operations Support

Employee Experience and Career Growth

The company was very interested in continuing their commitment to innovation by bringing in an AI solution that would meet employee growth needs. Jacob Harper, Director of Global Operations Support, noted, "The Embrace roll out, implemented to support our growth, has been extremely positive. The entire team quickly became proficient, gaining enterprise-grade AI experience through the process. An added benefit is real skill growth; for example, our senior CS reps can now extend their reach into sales calls which has opened new experiences and commission opportunities.”

SYMPLICITY®

Customer Profile

Symplicity Global provides software focused on student success, engagement, and employability for colleges and universities worldwide. Their core purpose is to help institutions manage various aspects of the student lifecycle, from the moment a student arrives on campus until they secure their first job.

Industry

Higher Education

Users

- 35 Support Agents, 5 Managers
- 2,000 Customers

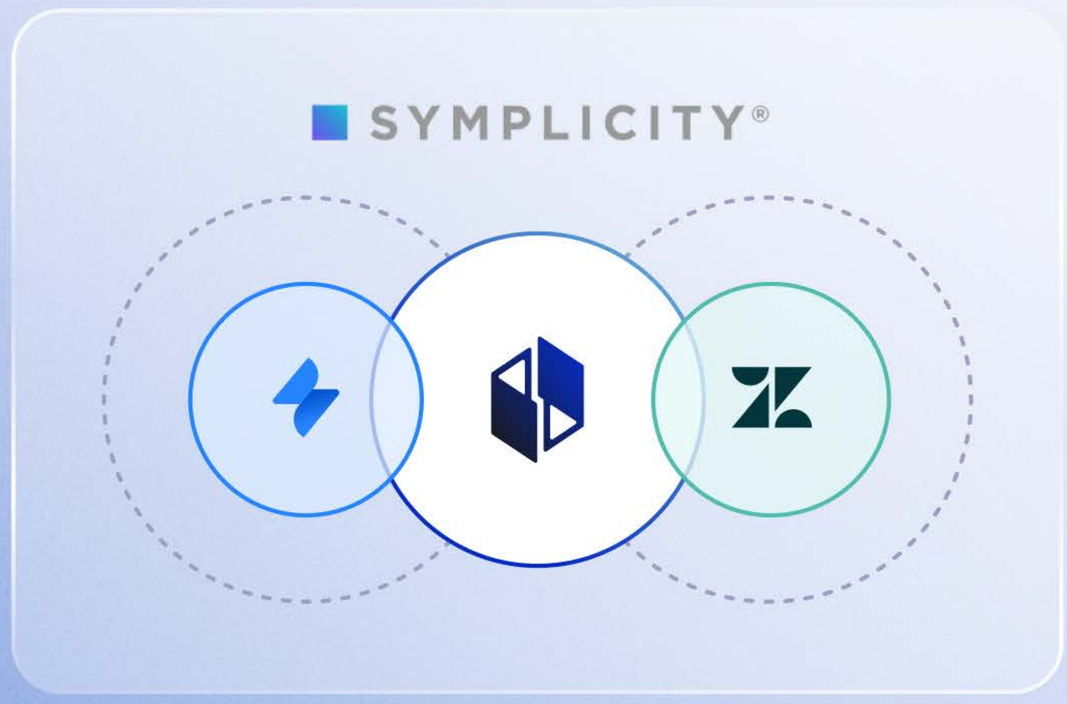
Solution

Phase 1 – Support Staff Use Case
The company implemented Embrace after a very successful trial period where Symplicity road tested the agent support functionality, fully integrated with Zendesk and Jira. Now 35 customer support agents and 5 managers use Embrace every day to support customers, with over 1000 tickets a week. Embrace is deeply embedded in Symplicity's workflows delivering accurate responses and ticket summaries that have significantly dropped overall average first reply time from 4 to 2.5 hours.

> *"We have tripled the number of inquiries in the last 3 months which is a strong indication that customers love the new self-service tool and have experienced both easy to use navigation and accurate answers."*
>
> Jacob Harper, Director of Global Operations Support

Phase 2 - Customer Facing Use Case
Symplicity has fully integrated Embrace into Zendesk and has replaced the Zendesk search and article prompt. Symplicity clients now interact directly with the Embrace virtual assistant when they enter the support portal.

> *"We are super excited about the CSAT coming out of our foray into AI support tools with Embrace as our platform of choice. We've not seen anything this impactful and in such record time. It's a game changer."*
>
> Craig Czubati, Sr. Director of Global Support



Benefits/ROI

Core benefits since implementing Embrace have included:

Decrease in time to close.
Achieved a much faster first reply time: from ~4 hours down to 2.5.

Headcount remains stable despite client growth.
Have been able to grow client account base while holding ticket volume flat, suggesting Embrace ticket deflection has helped absorb growth without adding headcount.

Upleveling support staff and customer satisfaction without additional costs.
Because of agentic AI, every agent becomes a tier 2 (senior) agent overnight because Embrace is providing such clear and accurate guidance. Answers are accurate, tone is consistent, and Symplicity is mitigating stressful situations where customers can become agitated and CSAT plummets.

Employee engagement and satisfaction.
The company has seen customer service team engagement and satisfaction increase – surveys suggest CS reps now rely on Embrace for all client interactions and feel confident in the accuracy of the tool.

Agent career growth.
Senior agents have seen their role expand into sales demos, which has boosted morale and tied support directly to revenue.

Cultural impact through embedded translation functionality.
Embrace has not only reduced reliance on expensive plug-ins but has allowed staff to collaborate in their native languages (Spanish, Tagalog, etc.) improving accuracy, inclusivity and efficiency.

Innovation and new problem resolution.
The company has been able to solve new problems quickly with the help of the Embrace team and the flexible and powerful AI toolset.

> *"One of the unexpected benefits we see from the Embrace solution is the partnership we have with the Embrace team. As one of their more complex clients – we have seen a willingness to work through issues unlike most solution providers. The platform is so flexible and easy to navigate – we have been able to solve complex problems quickly. I believe we are still infants in this effort, and the innovation is just beginning."*
>
> Jacob Harper, Director of Global Operations Support

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 www.embrace.ai and follow Embrace.ai on our blog and Linkedin.

For more information visit

Embrace.ai