

Embrace Delivers an Integrated AI Experience that is Transforming Customer Support at Impartner

Benefits



25% Reduction in Workload due to improved search and accelerated ticket deflection.



25% Improvement in New Hire Onboarding (including offshore teams).

Challenges Faced

Elevating Customer Support at Scale

Impartner was growing rapidly, and their support organization needed to evolve just as quickly. With rising ticket volumes, increasing customer expectations, and internal knowledge spread across teams, they needed a modern, AI-driven way to improve responsiveness, strengthen the customer journey, and reduce manual workload.

Unlocking Knowledge Buried Across the Organization

Critical knowledge lived in silos, slowing down onboarding and making teams overly dependent on tribal expertise. In addition, new hires and offshore teams struggled to find answers quickly, creating friction that hindered productivity and consistency.

"Once we rolled out Embrace internally, new hires stopped asking questions altogether. Everything they needed was already surfaced for them. In addition, our offshore team's ramp time improved by at least 20–25%. Embrace became the fastest way to eliminate tribal knowledge and standardize best practices."

Brad Pace, Chief Operating Officer

Pressure to Improve Retention and Customer Experience

Retention outcomes were starting to dip below target. Leadership identified some practical keys to success: guided, intelligent content delivery, better risk insights, stronger self-service options, and a simplified implementation, training and support experience.

IMPARTNER

Customer Profile

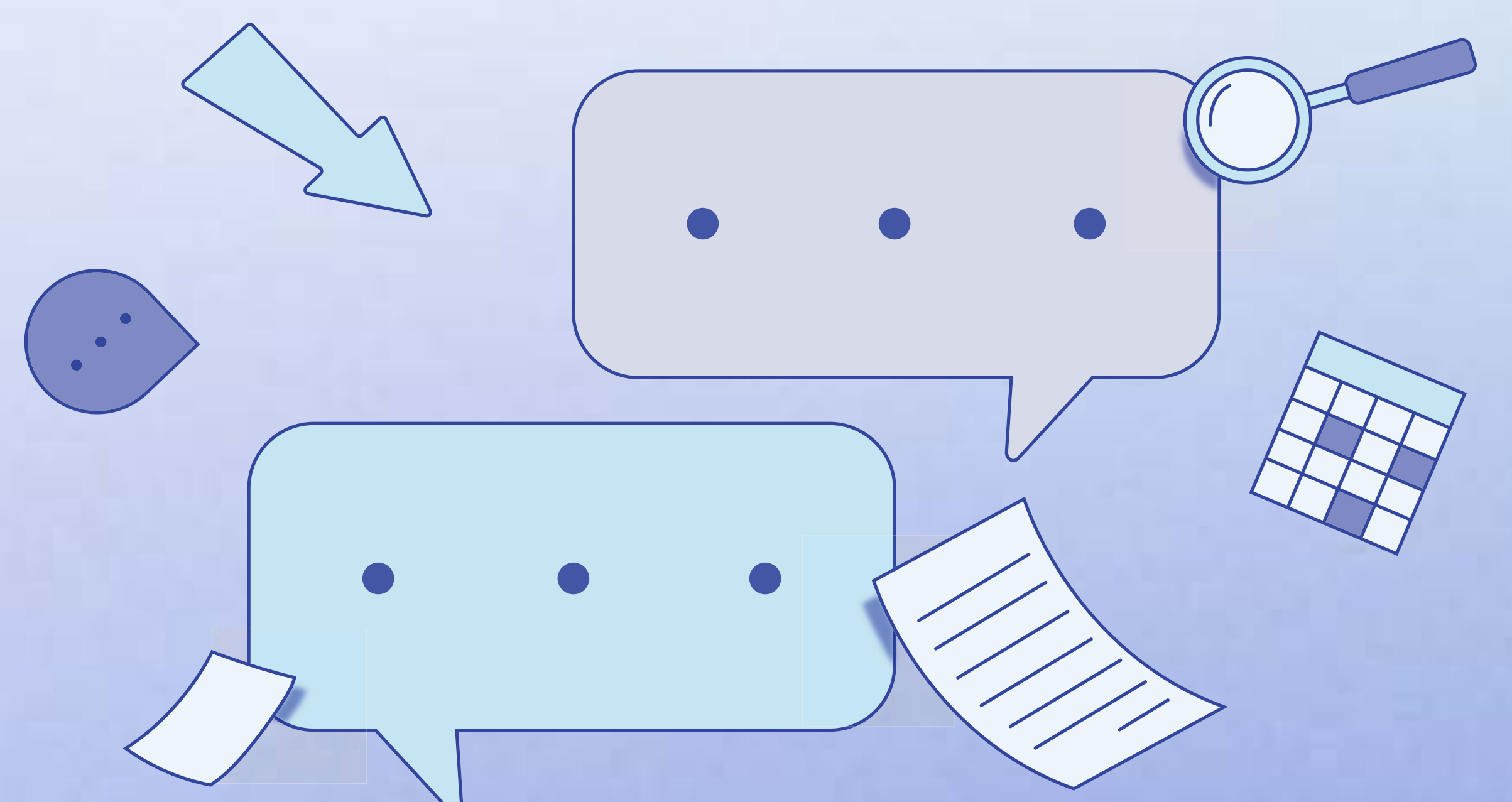
Impartner is a global leader in partner relationship management (PRM) and a unified automated partner management-as-a-service (PMaaS) platform, helping companies accelerate revenue by optimizing how they recruit, onboard, train, and empower their partner ecosystems. Serving thousands of brands worldwide, Impartner delivers partner engagement and drives measurable growth across expansive, complex channel networks.

Industry

Enterprise Software for Industry

Users

Impartner serves over 1,000 customers and 10M users worldwide



A Need for AI Purpose Built for Zendesk

Impartner's CX leadership wanted an AI solution that could work within their Zendesk workflows on day one, without a heavy engineering lift. Other tools couldn't meet this requirement with current functionality. In addition, they needed fast time-to-value, secure deployment, and a partner willing to iterate with them.

"This wasn't a transactional vendor experience. Embrace acted like a true partner; collaborating with us on rollout, security, and product direction. The Embrace team has been one of the most responsive partners we've worked with. They delivered new features based directly on our feedback."

Dave Ostler, Director of Corporate Training

Solution

Internal Deployment to Transform Customer Service

Impartner wanted to use best in class AI not only to improve customer support but to rethink customer service across the board: customer onboarding, implementation, training and aftercare support. And they wanted to do it without a rip and replace of their current technology stack. To that end, Embrace delivered a deeply integrated AI experience inside Zendesk, accelerating deflection, improving search relevancy, and empowering their staff to meet customer needs.

"We needed an AI layer for Zendesk that worked on day one. Embrace was the only solution that could deliver immediate value without a massive engineering lift."

Jared Park, Director of Customer Support

One of the first things Impartner did was to build out an improved centralized, AI-accessible knowledge hub. Using Embrace's analytics and content coverage mapping, the team quickly uncovered gaps and unlocked knowledge that had previously been difficult to access. Embrace became the single AI-powered hub where teams surfaced best practices, training materials, and customer-facing answers in seconds.

By implementing Embrace internally, Impartner reduced new hire and offshore inquiries by 25%, freeing trainers to focus on delivering exceptional customer experiences. Even seasoned employees praised the dramatic improvement in content accessibility and simplicity of learning.

"We expect Embrace to reduce our human-handled support workload by 20–25%. That's a game-changer for both efficiency and customer satisfaction."

Jared Park, Director of Customer Support

Embrace supported Impartner's goals of improving customer experience, enabling CSMs with smarter insights, elevating self-service, and reducing manual operational burden across all customer facing processes. Finally, the partnership allowed Impartner to execute their CEO's mandate to meaningfully enhance business performance through AI.

Benefits/ROI

Significant Reduction in Support Workload

With Embrace's AI agents and intelligent self-service, Impartner saw a productivity lift of 25% through streamlining the human-handled support workload. This has allowed the customer support teams to focus on strategic customers and high-value work without increasing headcount.

A Stronger, More Intuitive Customer Experience

Embrace has improved search accuracy, content accessibility, and the overall customer journey. Internal teams and customers get faster answers and a smoother path to implementation, training and issue resolution, driving higher satisfaction and retention.

Faster, More Confident Team Ramp-Up

Embrace enabled a 25% improvement in offshore onboarding time and has virtually eliminated the need for new-hire question-handling. Knowledge is now instantly accessible and standardized.

Improved Retention and Customer Value Delivery

Embrace is impacting Impartner's goal of improving customer net retention through a thoughtful and effective approach. Together, they are redefining what AI-powered customer experience can look like, delivering faster answers, stronger enablement, and a more intelligent support ecosystem that grows alongside the business.

"Embrace fits perfectly into our AI roadmap, improving customer experience, strengthening retention, and helping our teams work smarter."

Brad Pace, Chief Operating Officer



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](https://www.embrace.ai)