

# Scaling Customer Support with AI Delivers Game Changing Results at Ironclad

## Benefits



### Support Efficiency

Implementation of self-service and agent assisted support led to increased efficiency, **saving up to 40%** support team time and effort per ticket.



### Customer Experience

Easy-to-use AI with the ability to expand to full customer journey support.



### Actionable Insights

Better visibility into customer needs and support gaps



### Overall, Project ROI

**266%** (Internal employee productivity gains and savings from improved customer self-service)



### Content Development

**50% faster** creation of training and support resources

## Ironclad

### Customer Profile

Ironclad provides an AI contracting platform that helps legal, procurement, and sales teams create, execute, and manage contracts at scale. Founded in 2014, Ironclad is growing rapidly, supporting an expanding base of global enterprise customers with increasingly complex contract workflows.

### Industry

Enterprise SaaS / Contract Lifecycle Management

### Customers

2,000+ worldwide

## Challenges Faced

### Scaling Growth Intelligently

When Ironclad's new CEO asked, "How do we use AI to scale our company and solidify our leadership position in the AI space?" the team aligned on a clear priority: leverage AI for real, measurable outcomes—not hype.

### Supporting More Customers Without Adding Headcount

Ironclad's customer base spans both U.S. and global enterprise organizations, many relying on Ironclad for mission-critical, legally complex workflows. As support volume and complexity increased, leadership needed to scale service without significantly expanding the support organization. With over 100 employees across post-sales functions - Including Support, Customer Success, and Professional Services, Ironclad needed to scale smarter, not bigger.

### Product Complexity and Knowledge Transfer

Support questions in contract lifecycle management (CLM) are rarely straightforward. Agents must navigate nuanced legal workflows, configuration details, and customer-specific use cases. Traditional knowledge bases couldn't keep pace, and newer agents—especially offshore team members—needed faster ways to respond accurately and confidently.

### Healthy Skepticism Around AI

In accordance with the new CEO's mandate, Ironclad believed AI could help, but leadership was selective. Rather than deploying AI broadly, the company wanted to validate specific support use cases and deliver on the following:

- Reduce support load
- Improve response quality
- Accelerate content creation
- Enhance customer self-service

Proof would come before full commitment.

### Goals for the Embrace.ai Pilot

Ironclad defined success across three core areas:

- 1. Operational Efficiency** – Reduce pressure on support teams without sacrificing quality
- 2. Customer Self-Service** – Provide customers with intelligent AI-driven answers at scale.
- 3. Support Quality** – Help agents answer complex questions faster and more accurately.

In order to test effectively, the pilot focused on the following key use cases:

- Agent co-pilot support
- Customer-facing self-service
- Content authoring

*"The pilot-first approach aligned with our company mandate. We were live faster than I expected, and we saw real impact quickly."*

Rob Edmondson, CCO

## Solution

### What Embrace Delivered

Ironclad implemented Embrace across three core capabilities:

- **Support Agent Co-Pilot (Zendesk Integration)** – AI-assisted responses embedded directly into existing Zendesk workflows.
- **Customer-Facing Agentic Self-Service** – A conversational AI experience for customers that launched quickly and scaled efficiently.
- **Content Authoring** – Accelerated creation of help articles, FAQs, and workflow-based training materials.

*"We really had to find an AI partner that would work in our existing support platform but provide the AI enhancements to improve every aspect of our customer support experience – Embrace did that."*

Rob Edmondson, CCO

### Implementation

Ironclad implemented Embrace in just **8 weeks**, deploying internal tools first and expanding to customer-facing experiences once content quality met Ironclad's enterprise standards. The primary challenge wasn't just the right technology— but the right content curation and deployment for their customers. Ironclad focused on tuning collections by audience, ensuring agents and customers received the right tone and depth of detail.

### Why Ironclad Chose Embrace.ai

Ironclad selected Embrace based on trust, speed, and usability:

- **Pilot-first approach** – Hands-on trial provided proof and viability early
- **Fast time to value** – Immediate impact was critical
- **Zendesk integration** – Non-negotiable for support workflows
- **Responsive partnership** – Rapid iteration based on Ironclad feedback and an attitude of partnership throughout the process.

## Benefits/ROI

### 1 Higher-Quality Support at Scale

Support teams are now delivering faster, more accurate responses across both high-volume “how-to” tickets and complex agent assisted enterprise inquiries.

- **40% reduction in time-to-close** for basic “how-to” questions
- **25–30% reduction** for more complex tickets

One support manager shared: “After jumping into the queue, I cleared 20 tickets in under an hour using Embrace—it was awesome.”

Unexpected benefits also emerged through AI-powered translation support. Offshore agents gained confidence and handled more sophisticated questions without pulling senior TSEs away from strategic customer work.

### 2 Customer-Facing AI and Continuous Improvement

Customers are actively engaging with Ironclad’s AI-powered help center, with today’s strong CSAT expected to improve further.

Beyond ticket deflection, Embrace is helping the support team improve quality assurance and customer communication by answering questions like:

- *What could have gone better on this call?*
- *How could we have communicated more clearly?*

*“Embrace not only allowed our support teams to identify issues and close them faster than before, but we could QA the process to improve over time.”*

Erin Scogin, Global Support Lead

As support demand evolves, Embrace will remain central to strengthening both agent workflows and customer-facing experiences.

*“We’re excited about using Embrace across the full customer journey—from implementation through expansion.”*

Caitlin Wood, Customer Experience Lead

### 3 Faster, Smarter Content Creation

Ironclad’s content team—three dedicated contributors—achieved a **50% reduction in time** required to produce support articles and training materials. Beyond content creation efficiency, Embrace surfaced valuable insight into customer needs by looking at inquiries at scale. For example, Ironclad discovered many more conversations on 3rd party integrations than expected, which caused the team to prioritize documentation specifically on those issues and close these high impact support gaps.

*“Embrace has been a force multiplier—not only for creating content, but for identifying and closing the most impactful gaps in training and support.”*

Bill Kelleher, Learning Experience Designer

## Shifting Perception of AI

Ironclad entered the pilot cautiously, but measurable wins across all three use cases turned skepticism into confidence. AI, used thoughtfully and selectively, proved to be a scalable advantage.

## Value Realized

- **Content Development:** 50% faster creation of help, training and support resources
- **Support Efficiency:** Faster, higher-quality responses with up to 40% reduction in time-to-close
- **Customer Experience:** Improved satisfaction and customer delight through best-in-class self-service and agent assisted support.
- **Scalable Growth:** Ability to respond quickly to changing customer needs without unnecessary cost increases

Over the course of the year, the ROI on the project exceeded 250%. Ironclad now has confidence that Embrace.ai can scale alongside its growth—supporting enterprise customers worldwide without sacrificing quality.

*“Embrace has provided a treasure trove of data that we are only just seeing the benefits of.”*

Rob Edmondson, CCO



## About Embrace.ai

Embrace.ai is the Agentic B2B Support & CX Platform designed for mid-sized companies. The platform unifies AI-powered agent assist, customer self-service, and knowledge automation — integrating directly into tools like Zendesk, Jira, and Slack. With customizable AI agents and no-code deployment, Embrace helps businesses deflect tickets, accelerate resolution times, and optimize support content.

To learn more about Embrace.ai offerings, visit [www.embrace.ai](http://www.embrace.ai) and follow Embrace.ai on our [blog](#) and [LinkedIn](#).