Grazitti Interactive Case Study

Grazitti Interactive delivers dynamic performance across information sources with SearchUnify and Microsoft Dynamics 365

The challenge of finding the right answers for customer support

An IT services company wanted to upgrade its technology to use enterprise content more effectively to better serve its customers.

Delivering a unified customer service platform and analytics

Grazitti's SearchUnify provided a Dynamics 365 Customer Service console that combined multiple data sources and put answers at users' fingertips.

Raising productivity and speeding customer time-to-resolution (TTR)

Thanks to SearchUnify and Dynamics 365, the IT services company reduced its average TTR by 62 percent and increased agent productivity by 15 percent.

Microsoft
Partner
Network

IT services company grows with increased demand

Founded in 2008, Grazitti Interactive is a global provider of Software-as-a-Service products and services for clients ranging from small businesses to Fortune 500 enterprises. This Microsoft Gold Partner develops solutions for customer relationship management, support, and analytics. The Microsoft AppSource portal provides Grazitti Interactive with visibility and direct access to Microsoft customers. "SearchUnify expands upon Microsoft's product suite to help support teams tap into the knowledge and intelligence already present in Dynamics 365," said Vishal Sharma, CTO, SearchUnify.

A U.S.-based IT services company needed to scale their support efforts by streamlining communications and process flows across its call centers. User agents spent precious time finding customer information and identifying the right interface containing relevant solutions. Managers needed insights to understand customer challenges and content gaps. Customers needed faster results. The company turned to Grazitti Interactive.

Grazitti Interactive's SearchUnify solution and Microsoft Dynamics 365 transform enterprise support

Grazitti Interactive built a Dynamics 365 Customer Service solution, integrating multiple enterprise information sources with REST APIs over SSL and web scraping. With Dynamics 365 Customer Service and SearchUnify, this IT services company can personalize information based on customer behavior and search history while controlling what information user agents can access.

The simplified agent console and seamless integration with enterprise content sources enabled the company to reduce average time-to-resolution by 62 percent and increase agent productivity by 15 percent. SearchUnify with Dynamics 365 Customer Service identifies real-time user activity across the support journey and enables data-driven decisions about support team effectiveness and content relevance.

"SearchUnify helps customers elevate their support team's search experience within Microsoft Dynamics 365 to enable them to resolve cases faster and scale their support ecosystem," said Alok Ramsisaria, CEO, Grazitti Interactive.

Grazitti Interactive's SearchUnify solution provided exactly what its client needed – understanding their customer's journey to support, realizing better information discovery across content sources, and providing faster resolution to customer issues.

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- Alok Ramsisaria, CEO, Grazitti Interactive