



Act-On Uses AnswerDash to Deliver In-App Self-Service Answers to 18.5% of its Customers and Improve Customer Satisfaction

Act-On Software provides the leading cloud-based sales and marketing engagement platform for 21st century businesses. Recognized for its superior product and rapid business growth, Act-On's goal is to provide clients with the resources they need to achieve sales and marketing success. Act-On is also dedicated to providing a high-quality end-user experience and in-application support.

Prior to adopting AnswerDash, Act-On's application support articles and help content were hard-coded, and their support and training organizations had to use engineering as a conduit for updating their support articles. This situation often resulted in support articles being outdated or non-existent. Another issue was that Act-On has many articles residing on an external portal outside of the Act-On web app itself. This reduced users' immediate access to the articles, and when the articles *were* accessed, users were taken away from their original point-of-action. Act-On sought a way to deliver in-app support, and to present their users with support content in context. Act-On's existing knowledge base content was going mostly undiscovered, and users were rarely engaging with knowledge base articles.

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By adopting AnswerDash, Act-On hoped to meet their users' requests for more support channels and to improve the availability of their knowledge base. Their users' feedback has confirmed the success of adopting AnswerDash. "Our customers have given us great feedback [about AnswerDash] on two fronts," said Dan Demas, VP of Customer Success at Act-On. "First, they love how AnswerDash improves the discoverability of support content and have told us that no one in the industry is doing anything like this, which sets us apart. Second, users have expressed in the past how difficult it was to find what they needed. We listened and deployed a solution. Our customers were happy that they have been heard and we are paying attention to what they are saying!"

Delivering In-App Help to Far More Act-On Users

Act-On places a high priority on providing the best possible user experience of their product. Although ticket deflection is an important part of Act-On's motivation for adopting AnswerDash—and indeed Act-On has seen about a 17.2% reduction in support tickets per visitor as a result of adopting AnswerDash—even more important to Act-On is increasing (1) the number of users who see help content, and (2) users' satisfaction with their help experience. "The number of users we see engaging with AnswerDash proves its value," said Demas. "In my opinion, many of our users simply weren't getting the support they needed and weren't submitting tickets; they were just trying to muscle through their issues on their own. They weren't engaging with support out of frustration or simply due to the steps needed to find support articles. With AnswerDash, our users are praising our initiative to respond to their needs for more channels for support. AnswerDash has opened up a new channel for our users and we're seeing great responses to our documentation that was apparently hidden to many in the past."

Before adopting AnswerDash, very little of Act-On's traffic engaged with their help content. (Industry averages show that less than 1% of visitors typically engage with knowledge base help content.) After adopting Answerdash, the percentage of visitors getting help grew to 18.5%. (Typical usage levels across AnswerDash SaaS-app customers are 12-20% of visitors.) This increase in visitors getting help at Act-On did not put an extra burden on Act-On's support staff, as the self-service answers delivered by AnswerDash were all delivered right within the Act-On app with a few clicks of the mouse.

With this much usage, Act-On was able to learn from what kinds of Q&A their users were accessing. "The questions and articles we are seeing users engage with are reinforcing that our most trafficked areas within our application require the most support and actually mirror the same findings we're getting from tracking our support tickets about where users are struggling," said Demas. "Based on these results, we are able to not only keep our content updated and relevant in real-time, but also provide our users with a stellar experience."

Experience Working with AnswerDash

AnswerDash's setup wizard took the guesswork out of setting up Act-On's account. The main activities Act-On went through were styling the AnswerDash visual appearance (fonts, colors, etc.), adding some initial Q&A content based on their knowledge of their users' common questions, and inserting a line of JavaScript code into the source of their SaaS app. AnswerDash worked closely with Act-On's support and training team every step of the way to make the set-up, implementation and launch process a success.

"Working with AnswerDash's support and engineering teams can be summed up in three words: simple, positive, and painless!" said Dan Thrash, Knowledge Base Manager at Act-On. "AnswerDash cares about us as a customer and the success of the solution within our app. The support we continue to receive is incredibly helpful and detailed. The team is always looking for feedback and when we provide it, they take action quickly."