starrdata

PANZURA CUSTOMER SUCCESS STORY

COMPANY
Panzura

INDUSTRY
Cloud Storage

OBJECTIVE
As a rapidly growing company, Panzura needed a Customer Portal that would allow them to more effectively support their clients and provide the capability for customers to help each other.

WHY
Panzura was releasing a new, free storage product and they needed to create strong brand loyalty, as well as decrease the time spent by the support team that was manually answering customer inquiries.

TECHNOLOGIES & SERVICES USED

StarrData's Salesforce Implementation

salesforce community cloud

CUSTOMER QUOTE

"StarrData did a terrific job implementing a Salesforce Community for us. This project was easily one of the top 2-3 experiences we've had with such things over the last 20+ years and here's why. They are very responsive and keen to understand what we needed to accomplish by when. The quality of the questions they asked at the beginning of the project demonstrated their commitment to understanding our needs and help us figure out the best plan for getting there. StarrData also demonstrated a very high level of professionalism. With our needs well understood, they provided a schedule and delivered on-time!!! We highly recommend them."

-Dan Boggs, Director of Product Management, Panzura

BEFORE

The biggest problem that Panzura was facing was that they were releasing a new storage product and were expecting to receive a lot of interest in it. Panzura needed a place where the users of this new product could leave suggestions and comments, as well as ask questions without overloading their support team.

AFTER

StarrData developed Panzura's Customer Community to meet its specifications by setting up features such as security, assignment rules, and sharing models. The most crucial aspect of success was the enablement of Chatter Answers and Ideas, which provided a place where their customers could ask questions and post suggestions. Chatter Answers and Ideas allows all registered members of the community to post and comment on suggestions, as well as ask and answer questions about the product. Members of the community can answer other member's questions, saving Panzura time and resources.

Panzura's Salesforce Community was also set up so a question could be escalated to a "case," and Panzura's internal support would be notified and take appropriate action. Panzura's customers could check the status of their suggestions and get the answers they needed while Panzura was freed to allocate support resources elsewhere.

RESULTS

- Panzura has a fully customizable CRM tool that meets their business needs, improves security, betters their organization, and increases their efficiency.
- Users have the ability to comment, make suggestions, ask questions, and answer other user questions allowing for Panzura to allocate their efforts to other sectors of business.
- Chatter Answers and Ideas provides the capability to flag important questions, allowing for Panzura's support team to improve customer relationships.
- Brand loyalty is increased through improved customer satisfaction.
- Panzura is trained by StarrData to utilize Salesforce and meet their specific business goals. .