

CASE STUDY

# Juniper Networks Streamlines Digital Journeys and Boosts Satisfaction

## RESULTS

- 10x More Survey Responses for Deeper Insight
- 70% Reduction in Survey Length, while Increasing Detail of Written Responses
- Introduced Mobile Surveys, Simplifying Participation
- 378 Cases Created in First Three Months, Showing Commitment to Address Issues
- 62% Faster Resolution, Raising Customer Satisfaction
- Widened Survey Request Range from 40% to 100% of Website Visitors

Headquartered in Sunnyvale, California, Juniper Networks, Inc. is a world-leading developer of networking solutions, with more than 9,000 employees in 70 countries. With 30,000 enterprise clients, including the top 100 global service providers, Juniper Networks generates annual revenues of approximately US \$5 billion.

## Improving the Digital Experience

For Juniper Networks, the digital channel plays a crucial role in practically every aspect of the customer journey: from prospects researching products and downloading trial software to customers looking for support information and product updates.



Michelle Cullinan, Digital Marketing Strategist at Juniper Networks, explains: “Our digital experience represents a powerful opportunity to leave a positive impression in the minds of our customers, prospects, and partners, so it’s absolutely crucial we get it right.”

Juniper Networks frequently updates its content on Juniper.net—content that covers each of the above mentioned touchpoints. Doing so allows them to serve each online visitor effectively and quickly, and to watch out for potential sources of customer friction.

## Tuning into the Voice of the Customer

Like many leading enterprises in its space, Juniper Networks relies on customer feedback to help it detect and resolve any difficulties experienced by customers online. The company captures this feedback via a pop-up survey on its website.

Juniper Networks knew that collating feedback from each of the touchpoints would make it easier to gain a complete view of the customer journey, and enable the teams responsible for managing these digital touchpoints to make the improvements where needed.

## Targeting a Fresh Approach

In the past, gaining a unified view of digital customer feedback was a challenge. The previous survey took a significant amount of time to complete and was not available in a format optimized for mobile platforms.

It also aggregated benchmarking data, making it impossible to drill down into the data to uncover which aspects of the digital experience were working well, and which were causing issues.

To solve the challenge, Juniper Networks decided to look for a new approach for both its online satisfaction surveys and client relationship surveys.

“Before, multiple teams were managing many different online surveys and rating systems, which made governance very challenging,” adds Michelle Cullinan. “In looking for a new solution, we also wanted to bring greater consistency into our data governance process for customer feedback, as well as provide consistent branding and the ability to take action on the feedback more easily.”

## Streamlining Digital Feedback

To enhance its approach to capturing digital feedback, monitoring and acting on its web visitors’ comments and suggestions, Juniper Networks has embraced the platform.

The solution includes guidance from InMoment (formerly MaritzCX) industry experts, who work closely with Juniper Networks to help interpret the results and refine the survey questions. With assistance from this team, Juniper Networks has streamlined its feedback survey from 45 to 13 questions—a reduction of more than 70 percent that helps encourage more customers to share their experiences.

“One of our main challenges was that it was very difficult to consistently surface actionable insights from our data,” recalls Michelle Cullinan.

“Whereas before we had to benchmark satisfaction on a blended average of three different survey questions, we now have just one: ‘How does your experience on our website compare with the most similar website you used recently?’ As well as helping us understand how we are performing against our internal objectives, this question shows us which companies we should be benchmarking ourselves against.”

She adds: “We are a technology company and our clients expect us to stay on the cutting edge. That applies to our products, our digital properties, and also to how we ask for and respond to customer feedback.”

## Boosting Participation 10x

Thanks to its streamlined surveys, the company has measured a ten-fold increase in customer participation—offering a richer source of data and greater analytics possibilities. And with a centralized approach to gathering data from customers, prospects and partners, the company

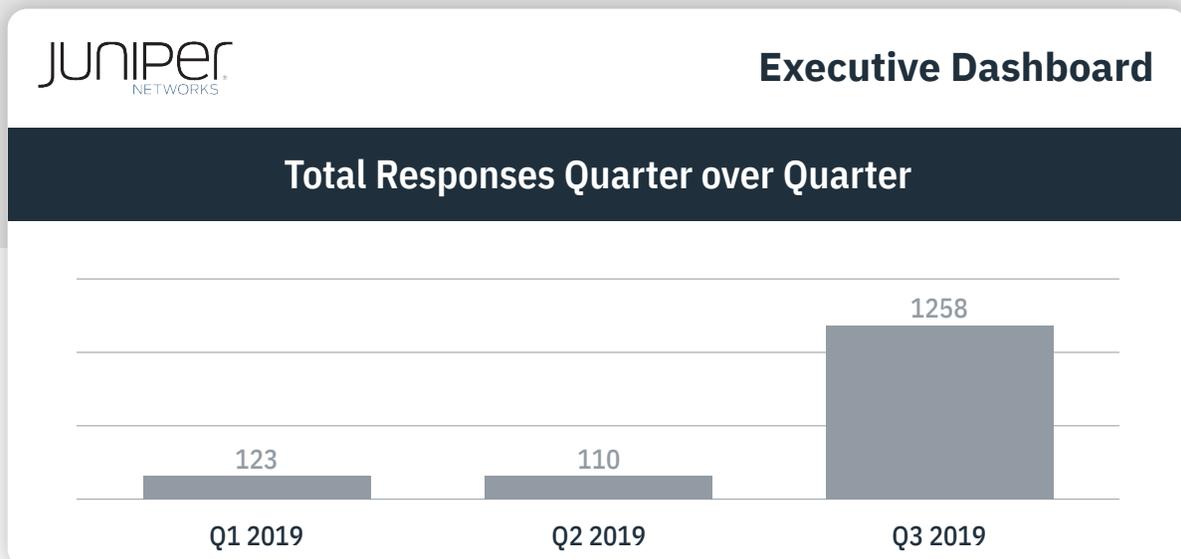
has succeeded in simplifying and strengthening its governance process.

Michelle Cullinan elaborates: “With the [platform from InMoment (formerly MaritzCX)], we’ve delivered a simpler, shorter and more incisive approach to capturing feedback from our digital visitors. The fact that we’ve boosted our survey response rate by a factor of ten gives us confidence that the new feedback form is a far more satisfying experience. In addition, now that we are actively following up on every case, visitors know they are being listened to, which makes customers and partners feel more valued.”

## Surfacing and Acting on Feedback Immediately

By combining the use of the platform with the customer Case Management solution, Juniper Networks can automatically route customer feedback to its internal teams for action based on keyword triggers. For example, the company now flags any customer feedback containing the word “trial” for immediate review—helping to ensure that any friction in the all-important first phase of the prospect journey is removed as soon as possible.

### 2019 TOTAL RESPONSE 3 QUARTER COMPARISON





Juniper Networks flags around 27 percent of its customer feedback for action, with an average resolution time of 1.9 days—62 percent faster than the company’s five-day target. Once an issue is resolved, Juniper Networks reaches out to inform the customer or prospect to close the loop, contributing to higher levels of satisfaction.

“Before, we were often overloaded with survey data that ultimately told us little about what our customers were experiencing on our website,” explains Michelle Cullinan. “Today, we’re armed with insightful, qualitative data backed by meaningful performance metrics to help us prioritize maintenance and improvements.”

## Success Throughout the Enterprise

Juniper Networks is finding success with their current solution across its business. Each year, the company’s client satisfaction team carries out an annual relationship survey, sent to specific clients via email. Equipped with the intuitive, flexible platform, the client satisfaction team can now design

and deploy annual client relationship surveys without relying on costly support from external consultants.

Susan Vanin, Director, Global Marketing Technology and CSAT at Juniper Networks, comments: “Bringing our client relationship surveys in house was a key goal, and it was important to select a platform that was easy to use without compromising on capability—and the team delivered exactly what we were looking for. The solution will even enable our clients to share their feedback via video recordings, a feature we’re excited to offer in this year’s survey.”

Michelle Cullinan concludes: “Throughout the deployment and beyond, our partnership has led to our current success. Looking ahead, we’re excited to build on what we’ve achieved with the platform—helping us to respond to customer feedback faster, and shape even higher-quality experiences on the digital channel.”

*Case studies are illustrative only and do not imply an endorsement of any particular product or service. Each customer’s situation is unique and results will vary.*

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