

# AI-POWERED ANALYTICS ENSURES CUSTOMER SATISFACTION AT LIVEPERSON

*LivePerson is the leading provider of mobile and online messaging business solutions, using intelligent algorithms to enable a meaningful connection between brands and consumers. More than 18,000 businesses, including Citibank, HSBC, EE, IBM, L'Oréal, PNC, and The Home Depot, rely on the unparalleled intelligence, security, and scalability of LiveEngage, the company's enterprise-class, cloud-based platform, to reduce costs, increase lifetime value, and create meaningful connections with consumers.*

## CHALLENGE: ANALYZING MILLIONS OF DIFFERENT METRICS IN REAL TIME

Addressing some of the most challenging customer engagement problems, the LivePerson team needed to know when a problem was brewing, to ensure that its more than 18,000 customers were getting the most out of their solution. Monitoring nearly 2 million metrics every 30 seconds in a global array of data centers, the operations service center couldn't afford to miss a thing, working to ensure 24x7 uptime of their service and uninterrupted availability of customer data.

"Errors that impact a specific platform or feature – can ultimately affect our customers' satisfaction – yet may not appear to us immediately," said Oded Avissar, Director of IaaS Engineering at LivePerson, "We need to know that our infrastructure can be continuously delivered to our customers and this requires real-time alerting capabilities on anomalies."



### WEB BUSINESS CASE STUDY

**Company:** LivePerson

**Problem:**

LivePerson needed to track in real time massive amounts of business-critical data and metrics in order to ensure customer quality of service and 100% uptime for over 18,000 customers worldwide. But the data:

- Overwhelmed their dashboards
- Consisted of seasonal metrics
- Couldn't be managed with available tools

**Benefits of Anodot:**

Anodot ensures that LivePerson provides their customers with the highest levels of service quality. Anodot AI-powered analytics:

- Identifies anomalies on seasonal data
- Sends alerts on any anomaly
- Quickly identifies issues that have a business or technical impact for fast resolution

As a SaaS provider, LivePerson runs a massive operation, maintaining six server farms with 8,000 servers worldwide. LivePerson agents stream all customer data back to the LivePerson servers – with nothing installed at the customer.

The LivePerson team needed to track metrics coming from different levels, from bare metal servers to application data to virtual machines to customer behavior. Yet, their dashboards were overwhelmed, and their metrics were often seasonal, so setting up static threshold alerts would not work, and the sheer number they would need was not feasible to do manually. They needed a good understanding of which data metrics were misbehaving, so that any important issues would stand out early.

## ANODOT REAL-TIME ANALYTICS GUARANTEES QUALITY OF SERVICE

LivePerson implemented Anodot's AI-powered analytics to easily track in real time massive amounts of business-critical data and metrics that indicate important aspects of customer activity, enabling their customers to get the most out of the LivePerson platform.

Pulling in data from Graphite, Anodot catches issues by detecting anomalies in vast amounts of streaming data and turning them into valuable business insights. Sending alerts on any anomaly identified and applying correlation, LivePerson can quickly pinpoint technical and other issues, for example, enabling LivePerson to immediately determine if they need to reach out to a customer and alert them about an issue the customer may not be aware of. With Anodot, LivePerson isn't just helping their business, but ensuring that their customers' businesses perform to the highest levels of service quality.

LivePerson recently moved to a microservice architecture, a set of interconnected moving parts of 150-200 microservices. "Anodot helps us to see easily what microservices are acting up, such as an inadequate deployment or a high load availability issue," said Avissar, "Anodot helps us address issues right away, long before customers feel anything."

“By tracking specific metrics with Anodot, we can know when an anomaly occurs in real time, and correlate it to a specific event, like a feature update. When something changes suddenly, I want to know about it immediately. Anodot helps us achieve this.”

Oded Avissar, Director of IaaS Engineering at LivePerson

## ANODOT GIVES LIVEPERSON INSIGHTS TO MAINTAIN CUSTOMER SATISFACTION AND 100% UPTIME

Today, using Anodot, LivePerson can quickly identify issues that have a business or technical impact. "Anodot alerts are very accurate with near zero false positives, eliminating alert noise and helping us to immediately address the quality of service for our customers."

"By tracking specific metrics with Anodot, we can know when an anomaly occurs in real time, and correlate it to a specific event, like a feature update," said Avissar. "When something changes suddenly, I want to know about it immediately. Anodot helps us achieve this."

For LivePerson, Anodot is more than just about early alerts; it really buys crucial time. "Anodot makes us much more intelligent, giving us those extra 5-10 minutes to focus on a problem before the situation boils over."

LivePerson's customers expect the service to always be available, and Anodot helps. "Saving us from damaging downtime and ensuring customer trust, Anodot makes sure we keep our top goals for customer satisfaction and 100% uptime," said Avissar.