splunk> turn data into doing®

# CoreLogic Serves Customers Better With Stronger Data Insights

## Key Challenges

CoreLogic in Australia and New Zealand needed a solution to unify disparate dashboards so the service center operations team could better see and understand the relationship between product performance and customer service inquiries.

## Key Results

Monitoring customer interactions in real time through a single dashboard means the CoreLogic team can provide a better customer experience and better adapt customer service to product performance.

**Industry:** Financial Services

**Solutions:** IT Operations

# Efficient customer service is integral to success for any business.

As a leading provider of property data and analytics in Australia and New Zealand, CoreLogic works with a diverse ecosystem of data scientists and researchers, covering approximately 98% of Australia's $9.7-trillion residential property market. With more than 4 billion decision points in its database across the CoreLogic property universe, the company uses data to better serve the needs of customers and key stakeholders.

But CoreLogic had to use multiple dashboards within its internal operations and wanted just one instead to unify customer and product data in real time. As a result, CoreLogic engaged JDS, a leading IT solutions provider, to implement a Splunk dashboard that would optimize service center operations for a better customer experience.

## A single dashboard for smarter customer service

The service center team manages customer inquiries via multiple channels: inbound calls, emails, live chat and web forms. The team also receives inquiries from an array of organizations with diverse needs, including in the real estate, banking and finance, construction, government and insurance industries. This variety of sectors and engagement channels made it more challenging to see product and service performance.

With JDS' help, CoreLogic had its Splunk dashboard up and running fast, resulting in greater visibility across the service center's business operations. With this single, centralized view through Splunk, the team now easily sees and analyzes high call volume, active platform user numbers, email themes and chat conversations, allowing the team to better understand the link between CoreLogic's product performance and customer service interactions.

## Turning Data Into Outcomes

- ~80% faster responses to service quality changes

- Full internal visibility into customer service interactions

- Better understanding of the relationship between product performance and customer service inquiries

## Real-time data for 80% faster responses

With actionable insights from Splunk, overall service center operations at CoreLogic are running more smoothly than ever. The team can better anticipate what customers will call about, and with deeper insight about product usage right at their fingertips, it's easier (and quicker) to handle customer service queries.

"Our team now has the ability to observe in real time how our customers experience and interact with our products, which helps us better address their questions," says Sarah Edwards, senior leader of operations at CoreLogic. What was once a 10-minute window to react to an issue has decreased to around two minutes — an almost 80% improvement.

Moving forward, CoreLogic is looking to use Splunk in other innovative ways to gain an even better understanding of their business operations in real time.

**Our Partner**

> The data insights that Splunk provides helps us respond to customers' questions faster and make better decisions to effectively address call capacity."

**Sarah Edwards,** Senior Leader of Operations, CoreLogic

> Splunk is key to providing the visibility we need to understand and act on our data, and JDS helped us derive value faster by accelerating the transition to our Splunk dashboard."

**Sarah Edwards,** Senior Leader of Operations, CoreLogic

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