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Twitter reduces its support email volume by 80% with Jira Service Management

Learn how Twitter tapped Atlassian's Jira Service Management for an intuitive, scalable customer portal solution.

INDUSTRY
Media & Entertainment

LOCATION
30 offices around the world

PRODUCTS
Jira Service Management
Jira Software
Confluence

CHALLENGE

Internally at Twitter, employee communication with the IT team was anything but instant. There used to be something called the Black Hole, says Alex Stillings, IT manager. Twitter's internal IT team was faced with an overwhelming flood of requests as the company grew from 900 to 3,600 employees in just 2 years. The small IT team handled about 25,000 tickets – approximately 2,000 tickets per agent in one year. The company needed a way to continue to provide great service to employees while it grew like crazy.

Like other businesses, Twitter used email for internal service requests with no easy way to track, manage, or route requests to the appropriate agent. Often agents and employees had to communicate multiple times to clarify an issue before an agent could even begin to address the problem.

SOLUTION

Twitter tapped Atlassian's Jira Service Management for an intuitive, scalable customer portal solution. Quick adoption was critical, and Twitter was delighted with the immediate results. Jira Service Management had an 80% adoption rate by Twitter employees. They loved the simple, easy-to-use interface, and IT loved getting fewer emails. With requests coming through Jira Service Management, tickets contained all the right information, went to the right queues, and were routed to the right people.

As Jira Service Management took off for IT, other teams recognized the benefits of adopting it. As of 2014, more than 100 teams – including Human Resources, Procurement, and Facilities – use Jira Service Management at Twitter.

> **“There was a dramatic dip in email support. Previously we were doing 95% email support. Now it’s only 15%.**
>
> ALEX STILLINGS
>
> IT manager, Twitter

BENEFITS

Aside from the substantial reduction in email support requests, integrating Jira Service Management with Confluence provided another huge benefit. Twitter’s internal IT team deflects a number of tickets by automatically surfacing knowledge base articles tagged with relevant keywords. When employees are able to solve their own problems through self-service, it’s a huge win-win.

“We’re excited about our knowledge base. If a user comes in and types a question, [Jira Service Management] puts those articles in front of the user to try to reduce ticket volume and help them get help for themselves. It’s a big win for us,” says Stillings.

“Jira Service Management can really increase your team’s efficiency and easily scale your ticketing to meet your business needs.”

ITSM is at the center of modernizing organizations. As the rise of software-powered service accelerates, IT service teams are enabling employees and teams across organizations to deliver value more quickly.

Contact your Atlassian Solution Partner to learn more.

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