



CASE STUDY  
DOUBLEDUTCH

# A literal push-button solution saves busy team 75+ hours a week

DoubleDutch turned to ServiceRocket to help its sales, development and customer service teams communicate. Now every department shares the same accurate, up-to-date customer information.



IMAGINE THAT YOU'RE in the live-event business.

Your company makes a mobile app that conference organizers brand and use to gather data in real-time – think polls about sessions as they're happening – and push information to attendees at any time – think parking details for after-parties.

Your customers love the push notifications, which they often sell to sponsors. Their attendees love the constantly updated activity stream, where they get points for participation.

Everybody's happy.

And yet, behind the scenes, this sort of scenario happens:

A couple of weeks before your customers kick off their event, they log into the app your salesperson set up for them months before. At least, they try, but they run into problems. Panicking – their event is coming right up and the software *has* to work – they call. Your team goes into a flurry of activity diagnosing issues and resolving them.

Your team is fantastic, so you fix the problems ASAP and help your customers pull off another great event.

But this scenario happens between 80 and 100 times *every single week*.

Why?

Your tools are a big part of the problem. They work great for each individual team. But the customer service team's software doesn't integrate with the development team's software, which doesn't integrate with the sales team's software. The same information gets entered repeatedly into different systems, not always accurately.

No one has a clear idea of what's going on.

This has got to stop.

## 'There was nothing closing the loop'

That describes what was happening at DoubleDutch.

DoubleDutch is a San Francisco tech company that's winning awards left and right for its work culture, mobile app and growth. Major companies like LinkedIn, Forbes, Estee Lauder, Nationwide, Xerox and RiteAid have trusted DoubleDutch's app for their events.

With those kinds of customers, DoubleDutch had to deliver a top-tier experience. Any internal processes or software issues that were getting in the way of that *had* to be fixed.

Cy Perry is the customer experience business operations manager at DoubleDutch. It became his job to make sure that DoubleDutch's internal software systems and tools work well together.

"We have a mandate to get everything to speak together across all of the different platforms," Cy said. Of particular note is Salesforce. "Salesforce is the center of our knowledge. Everything has to tie to Salesforce."

That includes the tools that DoubleDutch's development team uses, such as JIRA by Atlassian. Work that the development team had done on the base version of the DoubleDutch mobile app – and recorded in JIRA – wasn't necessarily getting into Salesforce, which both the sales and customer service teams used. When it did, it wasn't always accurate.

At worst, that was causing the bugs that customers were calling about in a panic. At least, critical information took far too long to track down.

With JIRA, “there was nothing closing the loop with Salesforce.”

With the company’s mandate in mind, Cy stopped by ServiceRocket’s booth at the Gainsight Pulse Conference 2015. He learned that ServiceRocket had created a JIRA-to-Salesforce connector. He left the conference determined to do more research. No matter where he turned for more information about Salesforce and JIRA connectors, one name popped up.

“ServiceRocket just kept coming up every time.”

## Came for the product, stayed for the service

Cy was happy to find out that ServiceRocket could handle two needs, in fact.

First, ServiceRocket had the Connector for Salesforce and JIRA product that would push and pull data from the software systems.

Second, ServiceRocket’s service team could help DoubleDutch migrate from JIRA Cloud to JIRA Server as a separate project.

The entire process took about two months.

“I was surprised at how easy the integration was. We really didn’t even have last minute bugs,” Cy said.

That had a lot to do with ServiceRocket’s service, which exceeded Cy’s expectations.

For example, there was the regular, efficient communication between DoubleDutch and Sam Gatica, ServiceRocket’s Technology Consultant.

“We would send emails and wait a couple of hours for a reply. Then Sam was, like, ‘Do you have Skype? Let’s get this more fast paced.’ Once we got on Skype it worked really well. I was able to throw our engineers in a chat room with him, and he could ask questions directly. And I could pull people over. It made the process much more seamless.”

Then there was the follow-through. An issue came up that required close coordination with Atlassian to resolve; Sam made that happen.

“Sam worked with us *and* Atlassian to make sure that it was all working correctly as opposed to saying, ‘Server is migrated; I am washing my hands.’ Sam did go the extra step to make sure that we had an optimal experience.

“I really appreciated that.”

## DoubleDutch gains nearly two FTE a week in productivity

DoubleDutch employees started saving time instantly after the Connector for Salesforce and JIRA was in place.

Before, each incident involved 45 minutes to an hour of manual work. Multiply that times 80 to 100 incidents a week... and Cy’s talking 75+ hours across the team, on average.

“There’s a button in the integration called “Push Changes,” and that takes care of everything,” Cy says.

Every single thing someone was doing manually before, the Connector for Salesforce and JIRA now did automatically. DoubleDutch gained nearly two full-time employees a week in productivity.

Plus, Cy was able to reduce the number of Salesforce licenses that DoubleDutch needed. One group of folks could now work entirely in JIRA. That adds up to \$6,000 a year saved.

And this is just the beginning.

“Once we rolled it out, the team came up with a bunch of new ideas about how else we could use this technology,” Cy said.

DoubleDutch is putting the final touches on a Zendesk-JIRA-Salesforce workflow. As soon as that’s live, DoubleDutch will be able to prioritize bugs based on how many customers they affect – with specific revenue information attached. The same goes for feature requests.

Thanks to ServiceRocket, all this is possible.



AT A GLANCE  
PROBLEMS AND SOLUTIONS

## What DoubleDutch Needed

1. **More transparency between departments via Salesforce.** DoubleDutch's Chief Customer Officer mandated that all internal software systems must integrate with Salesforce, the company's primary tool for tracking customers.
2. **Up-to-date, accurate information about app versions.** Because the software systems used by the sales, development and customer support teams didn't connect with each other, unnecessary problems would crop up shortly before a live event.
3. **To eliminate time consuming, error prone manual work.** DoubleDutch employees were typing the same information into multiple systems, often retroactively. The company needed an automated way to reconcile critical information between departments and systems.

## How ServiceRocket Helped

1. **ServiceRocket deployed its Connector for Salesforce and JIRA.** ServiceRocket offered the exact product and fast, comprehensive service DoubleDutch needed.
2. **ServiceRocket's connector ensures that Salesforce stays up to date and accurate.** When DoubleDutch's development team releases an app update and records it in JIRA, JIRA pushes the relevant data to Salesforce automatically.
3. **ServiceRocket's connector saves DoubleDutch 75+ hours a week on average.** It's a literal push-button solution. DoubleDutch also saved

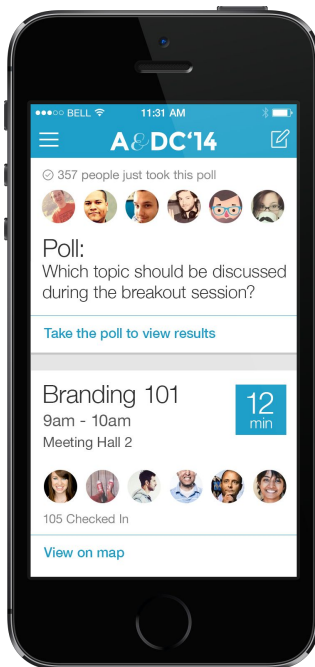


thousands of dollars a year by shedding Salesforce licenses they no longer needed.



AT A GLANCE  
OUR CUSTOMER

# doubledutch



DoubleDutch creates mobile apps for live events. Their apps focus on capturing and delivering actionable data to event organizers, exhibitors and sponsors in real time. Organizers love the push-notification features (which they often sell to sponsors), while event attendees love the interactive activity feed.

- **Founded:** January 2011
- **Headquarters:** San Francisco, CA
- **Employees:** 230+
- **Who's Used DoubleDutch:** LinkedIn, Forbes,

Logitech, Humana, RiteAid, Cisco, Lowe's, Estee Lauder and the American Hospital Association are a few customers.

- **Awards Include:** Best Event Mobile App from [Eventex Awards](#); Customer Success Hero Team Award - 2015 Grand Prize Winner from [Totango](#); SF Bay Area's 101 Best and Brightest Companies to Work For from [Best and Brightest](#); 2015 Global 250 Private Companies from [AlwaysOn](#); Inc. 500 Fastest Growing Private Companies in America from [Inc.](#)
- **Website:** [www.doubledutch.me](http://www.doubledutch.me)



---

AT A GLANCE  
KEY QUOTES

From Cy Perry, DoubleDutch's Customer Experience Business Operation Manager:

“Salesforce is the center of our knowledge. Everything has to tie to Salesforce. But there was nothing closing the loop.”

“I was surprised at how easy the integration was. We didn't even really have last minute bugs.”

“Sam did go the extra step to make sure that we had an optimal experience. I really appreciated that.”

“Once we rolled it out, the team came up with a bunch of new ideas about how else we could use this technology.”