

How Exclaimer Slashed Ticket Volume by 18% With Maven AGI

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18%

reduction in ticket volume due to self-serve

15%

increase in autonomously answered inquiries via chat

10+

hours saved weekly on setup and maintenance



Anthony Skilton
OPERATIONS AND SYSTEMS
MANAGER

“Maven wipes the floor with any other chat solution. The number of complex responses their agent handles for us keeps shooting up.”

The global leader in email signature management solutions leveled up its self-serve support system and reclaimed valuable time with Maven’s agile AI agent.



About

Exclaimer’s cloud-based platform helps organizations centrally manage and automate email signatures, ensuring regulatory compliance, operational efficiency, and brand consistency. Delivering 20 billion email signatures from 9 million email accounts annually and trusted by 70,000+ organizations, including Sony, Mattel, and BBC, Exclaimer has been globally recognized for its innovation and awarded “Best Email Signature Management Platform” by MarTech Breakthrough in 2024.

Challenge

Offering Self-Serve Technical Support Without Endless Model Training

As a technical support savant with over a decade of industry experience, Exclaimer’s Operations and Systems Manager, Anthony Skilton, knows the true value of a well-oiled self-serve chat system. His goal? Create seamless support experiences that require minimal effort from customers.

However, Exclaimer’s existing chatbot solution complicated this mission.

While the chatbot was capable of answering customer questions quickly and correctly, the internal lift required to get it there was time-consuming and tedious, to say the least.

Signature management is complex and high-stakes by nature, and when you’re primarily serving enterprise customers, that pressure only increases. So, Anthony’s team took particular care in training the chatbot to accurately interpret technical nuances in any context.

And yet, the chatbot’s responses still lacked depth. For instance, if a customer needed to configure an email signature, the chatbot could only provide a general answer before redirecting the user to a help doc for further instructions.

These vague responses jeopardized the customer experience and put more pressure on Anthony’s team, who intervened every time the tool failed to deliver a satisfactory response. “Between hand-holding the chatbot through common questions and picking up its slack in the ticket queue, we were spread thin,” he admits. “We ended up losing essential hours that we really needed to dedicate to high-touch tickets.”

Plus, there was no easy way to streamline this process or prove their efforts were paying off. Exclaimer’s existing tools offered limited reporting capabilities. Without visibility into the questions customers asked, Anthony’s team didn’t have the data-backed insights to fine-tune the chatbot’s future responses. This also hindered their ability to identify common customer pain points to inform product improvements.

The writing was on the wall: It was time to upgrade to a modern support solution with AI agents and deep data chops. Luckily, Anthony didn’t search for long. He quickly discovered Maven AGI, and the rest was history.

“Training our old chatbot to respond to different support scenarios took hundreds of hours. Maven learned the answers from the moment it integrated with our systems.”

Solution

Automating Support With Maven’s Fast-Learning Chat Agent

Anthony says the difference since using Maven has been “night and day.” Shortly after onboarding, its capable AI agent, Agent Maven™ was up and running, supporting customers with actionable answers.

Thanks to Maven’s native integrations with Exclaimer’s core systems (including Zendesk and Salesforce), Agent Maven™ can answer questions on everything from configuring signatures to protecting user data. These integrations enable it to automatically fill different roles depending on where the conversation goes. “Agent Maven™ has serious range,” Anthony says. “In one moment, it’s troubleshooting a product issue. In the next, it’s in sales mode, leveraging an upsell opportunity.”

These responses are so comprehensive and efficient that many inquiries get resolved in just one message. But the agent also anticipates the customer’s next question for more involved queries. For example, in the case of configuring a signature, Agent Maven™ will serve up a step-by-step guide to setting up an individual email signature. However, if the customer clarifies that they meant for a group, it will instantly follow up with revised instructions.

“Maven’s ability to own conversations from end to end is huge for us,” Anthony notes. “It reduces our ticket volume by 18%, enabling us to reinvest in each remaining ticket and deliver more thoughtful, higher-quality support for our customers.”

Anthony says this with such conviction because Maven’s sleek dashboard gives him full visibility into Agent Maven™’s ROI. He tracks everything from its first contact resolution rate to the percentage of tickets it handles autonomously. Most importantly, the dashboard provides a stack ranking of all customer questions so his team can identify the most common product issues. They then share these insights with the broader organization to align on a long-term product roadmap that meets evolving customer needs and reduces reliance on support.

The use case they didn’t expect? Sales enablement. Maven’s Copilot (Agent Maven™’s internal-facing twin) easily digests Exclaimer’s product details into simple explanations. From there, the sales team can create playbooks for prospect conversations. By asking Copilot nuanced product questions, especially around common objections, they approach every sales opportunity with pre-set and persuasive scripts.

“Maven’s chat agent can wear so many hats. One moment it’s offering step-by-step technical advice, the next it’s selling a product—all without deviating from the same helpful tone.”

Results

15% More Autonomously Answered Inquiries, Higher-Quality Support, and Deeper Product Knowledge

With Maven, Anthony’s team built a bespoke self-serve support system that saves them and their customers valuable time. Maven opened up a bevy of insights and organizational knowledge that Exclaimer now uses to optimize everything from product updates to sales pitches.

The results speak for themselves:

- 18% reduction in ticket volume due to self-serve
- 15% increase in autonomously answered inquiries
- 10+ hours saved weekly on setup and maintenance

To Anthony, Maven’s use cases are endless. He imagines a future where HR uses it to pull up policy information, marketing uses it to inspire campaigns, and sales and support continue using it to win and retain customers. Anthony’s team plans to integrate Maven with Exclaimer’s entire software ecosystem, so every team can find answers faster and reduce context switching.

“Now that we’ve seen what Maven can do for support, we’re excited to roll it out across the company. It’s going to be our go-to source for internal knowledge.”