💼 **CASE STUDY**

FunnelStory

Aviz Networks Case Study: Transforming Customer Success with FunnelStory AI

Summary

Aviz Networks, a leader in AI-driven networking, partnered with FunnelStory to modernise its Customer Success (CS) operations. By deploying FunnelStory's AI-powered platform, Aviz reduced weekly data analysis from 8 hours to just 30 minutes—a 93% time savings. This shift enabled the CS team to proactively engage at-risk accounts and drive retention.

FunnelStory unified Aviz's customer data, automated insights, and enabled 2–3× productivity, turning CS into a strategic growth engine.

Company Background

Headquartered in San Jose, Aviz Networks delivers open networking solutions for AI and SONiC deployments. With $31M raised, Aviz helps enterprises modernize network infrastructure with vendor-agnostic, cloud-native platforms. Their rapid growth brought increasing support demands, prompting the need for scalable, intelligent CS systems.

Key Outcomes

93% Reduction in analysis time

3x Productivity boost

30% Daily CSM time saved

Challenges Before FunnelStory

Before FunnelStory, Aviz's CS team faced several acute pain points:

- **Manual, time-consuming analysis:** Customer Success Managers (CSMs) spent hours each week manually aggregating and analysing Zendesk support tickets and other metrics. This data wrangling left little bandwidth for strategic work.
- **Fragmented data silos:** Critical customer data was scattered across multiple systems – including Zendesk (support), HubSpot (CRM), Slack (internal chat), and Zoom (meeting transcripts). This fragmentation meant CSMs lacked a unified view of customer health. making it nearly impossible to correlate signals or spot issues without laborious manual searches.
- **Lagging, reactive support:** Without integrated analytics, Aviz typically discovered problems only after they became urgent (e.g. a churn event or major support ticket). The team couldn't easily spot early warning signs and they need true reasoning to catch "leading indicators (drop in usage, change in engagement, etc) before lagging indicators (churn or renewal). In practice, Aviz found itself firefighting instead of proactively engaging at-risk customers.

Key Solutions

🚀 **AI Chatbot:** CSMs query Zendesk data using natural language for instant answers.

📈 **Automated Agentic Reports:** AI automatically summarizes key metrics and highlights anomalies, saving CSMs hours.

📊 **Interactive Visual Chart Dashboards:** Leadership gains a live analytics dashboard for customer health, with charts on adoption, renewals, and at-risk accounts, built without custom coding.

🔍 **Proactive Risk Detection:** "Needle Movers" flags churn signals, 3–9 months before renewal. CS receives daily prioritized account lists with AI-generated health scores to enable proactive retention.

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> FunnelStory has been a game-changer for us. We slashed the time our CS team spent on manual analysis by over 90% – going from an entire workday to just minutes each week. That time is now spent on proactive customer outreach. Even better, FunnelStory's AI has given us churn visibility months ahead, so we catch problems before they escalate.
>
> *~Founder*

Why FunnelStory

Aviz selected FunnelStory based on its ability to automate, unify, and deliver real-time intelligence:

- **Unified data across structured and unstructured sources:** FunnelStory's platform seamlessly ingests and connects all types of customer data. It builds a "Customer Intelligence Graph" that models relationships between accounts, contacts, product usage, support tickets, meetings, emails, and more.

- **Agentic AI orchestration:** Unlike traditional BI tools or basic search, FunnelStory employs "agentic" AI agents that autonomously ingest data and execute multi-step analysis. Its Renari AI can answer intent-based queries, generate code, and create workflows on its own. In effect, CSMs don't have to manually build dashboards or data pipelines – the AI builds them.

- **Rapid, low-touch deployment:** FunnelStory's solution was up and running in under 1.5 hours, far faster than traditional analytics projects. There was no lengthy consulting or engineering required, offering time-to-insight in under 48 hours.

These outcomes combined to elevate Aviz's CS function from cost-center into a strategic growth driver: by catching issues early and systematically improving product adoption, the team is now directly contributing to customer retention and expansion.

Measurable Impact

- **93% reduction in analysis time:** Aviz slashed its weekly CS reporting workload. One CSM notes that an 8-hour data task became 30 minutes – a 93% time savings.
- **2–3× productivity boost:** By automating busywork, Aviz CSMs now manage 2–3 times as many accounts with the same staff. FunnelStory reports that teams typically handle 2–3× more accounts and save 20–30% of daily CSM time.
- **Proactive customer engagement:** With manual grunt work eliminated, Aviz's CS team now has bandwidth for high-value relationships. CSMs spend more time in strategy calls and QBRs rather than pulling data.
- **Improved churn prediction and mitigation:** Perhaps most importantly, Aviz can now predict churn months in advance. Using FunnelStory's AI-generated health scores and Needle Mover alerts, the team identifies at-risk accounts earlier. In practice, this has significantly increased Aviz's win rate on renewals and expansion.
- **Unified view:** One platform to monitor tickets, usage, sentiment, and engagement.

Conclusion

FunnelStory enabled Aviz to automate insights, unify data, and deliver intelligence in real time. With deployment in under two hours and a 93% reduction in analysis time, the CS team shifted from reactive to proactive - predicting churn, driving engagement, and supporting growth. FunnelStory's agentic AI transformed CS into a revenue-driving function.