



# From Blind Spots to Insights: Rafay Transforms Customer Success with FunnelStory

In the world of DevOps, Kubernetes is a very powerful system and a game changer. However, it is not an easy system. Founded in 2017, Rafay (rafay.co), is a lifesaver for anyone struggling with Kubernetes. With Rafay, platform teams become Kubernetes ninjas, setting up and managing clusters across clouds, data centers, and anywhere else you need them – all from a single dashboard. Rafay's self-service system also allows teams to ditch the waiting game for IT to dole out resources.

Teams can grab the Kubernetes power they need, right away; this results in faster development cycles without compromising on security and controls. Many big organizations, the likes of Verizon and Palo Alto Networks, trust Rafay to handle their toughest Kubernetes challenges.

## Challenges Dealing with Unique Customers

Rafay's customers collectively run millions of workloads, and on any given day, thousands of them change - new workloads, updates, and configuration changes, to name a few. Rafay's customer base is large, and not all customers have similar usage patterns. Kubernetes infrastructure varies based on size, DevOps practices, organization structure, rate of changes new deployments, etc.

Due to this, Rafay's customers have a large degree of variance in how they implement the platform. The huge variance in usage patterns leads to a lot of noise - it is humanly impossible to look at all the data points across all the variances and determine an ideal customer journey.

## Key Outcomes

**82% reduction in CTAs  
(~1200 vs ~6400)**

**90% reduction in time to detect  
at-risk accounts  
(from weeks to hours)**

**Continuous customer journey  
mapping using 50k+ data points**

**40+ activities tracked constantly  
for predictive revenue modeling**

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# The Struggles of Limited Visibility and Meaningless CTAs

Rafay found that conventional UI analytics tools provided an insufficient basis for effective customer success efforts. These tools were limited to user interactions within the web interface, offering no historical data, insights into team-based usage within organizations, or visibility into backend actions. This incomplete and reactive view of customer behavior hindered the team's ability to identify roadblocks and potential churn risks proactively.

Rafay wanted to understand the specific platform activities that impact customer experience, both positively and negatively. This included the type of activity, volume, user, and timing, as these factors vary between customers and even within a single customer's usage patterns.

Traditional methods like static rules and health scores generated too many false alarms for Rafay CSMs, wasting resources. The goal was to proactively identify the true indicators of declining customer sentiment and engagement so CSMs could act before the experience turned negative.

## FunnelStory Platform: A Shift Towards Being Proactive and Predictive

Rafay implemented the FunnelStory platform to gain a comprehensive understanding of their customer's journeys. FunnelStory analyzed 40+ activities (in-product and non-product) and 50k+ events across all the customers to automatically determine the journey successful customers took.

By defining the ideal and desired customer journey, Rafay's team was able to be proactive in their CS efforts. It was easy to identify which activities matter to an account's retention and when exactly accounts require assistance. Using customer journeys, Rafay's team was also able to start predicting customer behavior—who is likely to have a revenue risk, who will increase utilization, etc. This helped the leadership team determine where the team should focus on and what areas need investment.

## FunnelStory Advantage

FunnelStory was able to do customer journey analysis in days, not months. Unlike UI analytics tools that required app instrumentation, FunnelStory didn't require code changes or engineering involvement. It directly ingested data from the product database, streamlining the implementation process and minimizing disruption.

The FunnelStory platform also provided invaluable historical context. Customer activity data was captured across all accounts for the entire data retention period. This rich historical view enabled Rafay to learn from all the existing customers, many of whom had been customers for multiple years.

Moreover, FunnelStory went beyond UI interactions, tracking all in-product activities. It captured data from UI, API calls, and backend actions and even integrated non-product data like support tickets and customer interactions. This holistic view provided a complete picture of the customer journey, encompassing all product and support ecosystem touchpoints.

## The Future

Rafay found a powerful ally in FunnelStory for tackling customer journey mapping, proactively identifying customer issues, and predicting the journeys of new customers. The platform's easy and quick integration, its AI-powered automatic journey maps, and the ability to leverage existing data made it a perfect fit. As Rafay continues its journey, FunnelStory will continue to play a crucial role in its growth strategy.