USE CASE

How Xembly helped this **Customer Success** team become "super, super effective"

Learn how Docker boosts Customer Success Team productivity with the help of Xembly.

We interviewed Dixie and Spark to learn how they use Xembly to boost productivity across their team. Here are three ways they leverage Xembly and Xena, in their own words.

1. Using Xena as a supporting project manager

Spark: *The biggest piece, which is phenomenal, is having an actual dedicated project manager to support countless cross-functional or team projects that require a lot of planning and scoping. Having Xena on these calls to do those action items, to give the summaries, to set dates and due dates and owners, allows us an incredible opportunity to improve the workflow.*

Even if we have to manually update things, knowing we didn't have to take written notes, we get the summaries, we get the action items, we know who's responsible. And then we just add it to the project board. It continues to help us hold ourselves and our cross-team partners accountable for the things we're committed to doing and prioritizing.

Name: Dixie Dunn
Title: VP of Customer Success
Location: California
Company: Docker

Dixie is the VP of Customer Success at Docker where she has spent the past couple of years focused on increasing productivity for the customer success team spanning the globe and thousands of customers. She is known for designing agile and digital processes, building highly effective teams, and establishing the right success metrics.

Name: Spark
Title: Director, Support & Enablement
Location: North Carolina
Company: Docker

Spark is the Director of Support & Enablement at Docker, where she oversees a global team of about 30 people managing thousands of requests from enterprise users at all hours of the day. Spark has championed the use of Xembly within the Docker Support & Enablement team to help track to-dos, capture meeting notes, and an overall productivity boost.

And you can be fully engaged and partake in the meeting and listen without any questioning or hesitation that there will be a follow-on.

We had a roadmap planning session and while it was very much a planning session, I can tell you that looking at the summary it clearly defines how we lay out multiple projects, who committed to what and who's ready. And then our PM is just going to go in and set dates or target dates and follow up as needed and schedule calls. It was the first time we've ever had this road mapping session and it set us up with a really good foundation for what's next.

Dixie: *I think we're conservatively 20% maybe 50% more productive than other groups, because we have this assistive way of managing the workflow where one person is super, super effective with an assistant that is helping with all this data entry.*

2. Freeing up mental space by delegating to AI

Dixie: *I think a lot about the mental space delegating busywork to AI frees up to think about other stuff. There are productivity actions I can do in a period of time and then there's my mind being free in a meeting with a customer because I don't have to think about taking notes. I am fully present in that moment. I'm able to look at the motion the customer has, I'm able to better assess what's going on in the room because I'm not sitting there worried about if I got that action item exactly right. How do you put a price on that?*

Spark: *As a neurodivergent person, I have tried countless productivity tools, and this is the first and only one that has stuck with me.*

The ease in which I can just Slack Xena and ask it to do things, and Xena will put placeholders and reminders on my calendar is great. I love how I can say: "Xena remind me to do A, B, C, and D", and Xena not only puts it on my calendar, but if I don't actually check a box that says, I did it, Xena will move it and be like: "hey, you forgot about this last week, you still need to do it". And the fact that Xena will schedule and join a meeting and have action items with named owners; those are super critical to me. That consistency is what I would expect of a really good executive assistant.

I love Xena. Xena is literally the only productivity tool I've ever found that worked for me and my brain.

3. Making a remote customer success team 20% more productive with Xena

Dixie: People think Xembly is just about the meeting notes, but it's so much more than that. With Xembly I can schedule a customer response. I can schedule a customer meeting. I'm not waiting with a list of items. I'm immediately getting the meeting on the calendar. It's so valuable that I exit the meeting with the next meeting on the calendar, and I didn't have to do the sales tactic of, well, let's sit and schedule the time on the calendar with the customer because it's so awkward. With Xembly, I already have the invite out.

We're a totally remote company so people need to know what's going on. People need to visually see when they need to do something and Xembly is giving us the ability to manage a massive infrastructure in a sprint-based way by having an assistant that helps us instead of having a manual process. I estimate that we're 20% more productive because of Xembly, and that's probably conservative. I would just encourage people to try Xembly. Try it for like a month and compare the before and after. And then ask yourself if you would give it up.

Here are the top three ways Docker uses Xembly to boost productivity in their customer success:
Using Xena as a supporting project manager to capture notes, action items and due dates makes the PM "super super productive."
Freeing up mental space and being more present with customers by delegating busywork to Xembly's AI.
Making a remote customer success team **20%** more productive using Xena to take care of otherwise manual processes.