

## CASE STUDY

How this company boosted productivity by over 20% with the help of Xembly

### Removing non-value-added work in order to focus on customers

Docker was an open source software project for many years which then eventually commercialized. This meant that all at once, many of the existing users showed up as customers, across multiple segments, regions, and countries who all needed to be serviced immediately. Most businesses have steady growth and can ramp up over time. Docker on the other hand had step-function growth, but supporting thousands of customers at once overnight is a challenge.

*“Entering the business, you couldn’t come in and do a traditional motion of adding people incrementally. You had to think about how you can start doing things at a different scale. How do we evolve the process? How do we become more efficient?”*

— Dixie Dunn, VP Customer Success, Docker.

This challenge created a mindset to continually deliver efficiency improvements every quarter, because without constantly improving, you simply couldn’t manage the scale, the 24/7, all-at-once nature of the customer success function at Docker.

*“It has become a part of the culture of the whole group to look for ways to be more efficient and feel empowered — to go look for solutions and implement them.”*

— Dixie Dunn, VP Customer Success, Docker.

## Summary

When you are a small team tasked with handling requests and inputs from thousands of customers at once, you have to rethink every process and workflow. Docker has been able to improve productivity by over 20% by leveraging Xembly to handle tasks such as note-taking, scheduling, capturing and tracking action items; work that would otherwise have had to be done manually with a much larger team.

**Company:** Docker

**Founded:** 2013

**Employees:** 600+

**Headquarter(s):** San Francisco, California

**Market Cap:** Unicorn status (\$1B+)

### About Docker:

Docker helps developers bring their ideas to life by conquering the complexity of app development. Actively used by millions of developers around the world, Docker Desktop and Docker Hub provide simplicity, agility, and choice. Docker is trusted by more than 79,000 companies around the globe.

**Source:** <https://www.docker.com/company/>

When Docker started building out their customer success tooling and tech stack, the productivity tool offering was more limited, but with the arrival of AI and productivity platforms like Xembly, improving and automating workflows has become a primary focus. Docker’s approach has been to start by looking at the data to see where there’s most potential for improvements then getting a deep understanding of the workflow, followed by experimentation and trying new tools. Xembly’s productivity platform made the cut and was implemented by Docker to help remove non-value-added work.

***“Xembly came in and helped us remove non-value added work. For instance, do I need to take notes? Do I need to capture action items? What can I delegate to AI?”***

– Dixie Dunn, VP Customer Success, Docker.

## Rapid Scaling by delegating admin work to Xembly’s AI

Dunn wanted the team to spend their time with the customer instead of on internal processes which is why the team looked at automating as many workflows as possible, early on.

***“I’d rather have people looking at how to improve the experience versus how to manually create input data, at least as a starting point.”***

– Dixie Dunn, VP Customer Success, Docker.

Docker has consistently improved productivity by 20% quarter over quarter through a thoughtful, equal emphasis on tooling and productivity. Because of the large customer base, it wasn’t possible to grow the team exponentially, Docker has had to grow their capabilities at a “scaled clip.”

***“Anyone can act on information if they have it, but if you don't have a way of getting information faster and more productively, then you don't have it to act upon.”***

– Dixie Dunn, VP Customer Success, Docker.

As a result, the customer support team constantly looks for productivity jumps that help get information in the right places without having to push people to continually do it. Before Xembly, the team would rely heavily on people to enter and handle manual input, manual scheduling. All of this work has been streamlined and is now delegated almost entirely to Xembly which helps capture information and populate the information across other internal tools such as Notion, Google Docs, and Gainsight through direct integrations.

**“The ease in which I can just Slack Xena and ask it to do things, that consistency is what I would expect of a really good executive assistant.”**

Spark, Director of Support & Enablement, Docker.

**“I was very excited to see that the expectation [of Xembly] lived up to the hype.”**

Dixie Dunn, VP Customer Success, Docker.

## Handling 10,000 customer requests when you're a small team

Docker faces the challenge of operationalizing against 10,000 customer inputs per day. This is why it made a lot of sense to make Xembly's AI part of the workflow. Some of the ways Xembly has helped the Docker Customer Support team is with automated data inputs and helping users schedule time and processes more efficiently, all of which is handled by Xembly's AI executive assistant, Xena.

***"The fact that Xena will join a meeting and have action items with named owners. Those are super critical to me."***

— Spark, Director of Support & Enablement, Docker.

The team at Docker has leveraged all the capabilities of Xembly from taking notes in meetings, capturing action items, tracking to-dos, to scheduling, and blocking time on calendars for reminders and tasks.

***"Xena is my favorite, and literally the only productivity tool I've ever found that personally worked for me."***

— Spark, Director of Support & Enablement, Docker.

Docker's focus on automation, delegating non-value-added work to AI, and integrating Xembly with existing tools helps the team punch way above its weight and is now an estimated 20-50% more productive than other groups, because Xena makes the individual super productive and does a lot of the required data entry for tasks, scheduling, and meeting notes.

***"From a team size and scalability perspective, it's probably the most scaled team that I've operated in my career for the size of customer versus the support and customer support load."***

— Dixie Dunn, VP Customer Success, Docker.

**"I think we're conservatively 20% maybe up to 50% more productive than other groups. I would 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."**

Dixie Dunn, VP Customer Success, Docker.