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Featured Application

Next-Gen Relationship Leadership

Overview - Architecting Value: Scaling Personalized Engagement in Customer Success

The Account Analysis (AA) provides a data-driven approach that is designed to strategically help Cisco move from transactional relationships to long-term, value-based partnerships with its customers. It helps users proactive identify insights into product adoption and usage for their customers to unlock more value from their Cisco Meraki platform they own today. Before the Account Analysis (AA) initiative, Meraki Customer Success teams were stuck in a "reactive loop". The primary roadblock was the manual, time-consuming nature of data extraction from fragmented sources, which prevented teams from focusing on high-value strategic consulting. We were essentially trying to route high-speed traffic through a legacy hub.

Due to the manual data extraction required and the customer's inability to have a unified view of deployment health, teams often focused on short-term tactical activities, such as support case reviews and high-touch escalation management, that failed to drive meaningful stickiness or long-term adoption.

To break this cycle and drive sustainable growth we pioneered a new approach to customer relationships by leading with data, shifting from reactive support to proactive value realization. By integrating telemetry with high-touch human expertise and AI-driven insights to bridge skills gaps, we evolved from reporting on past events to predicting future customer needs.

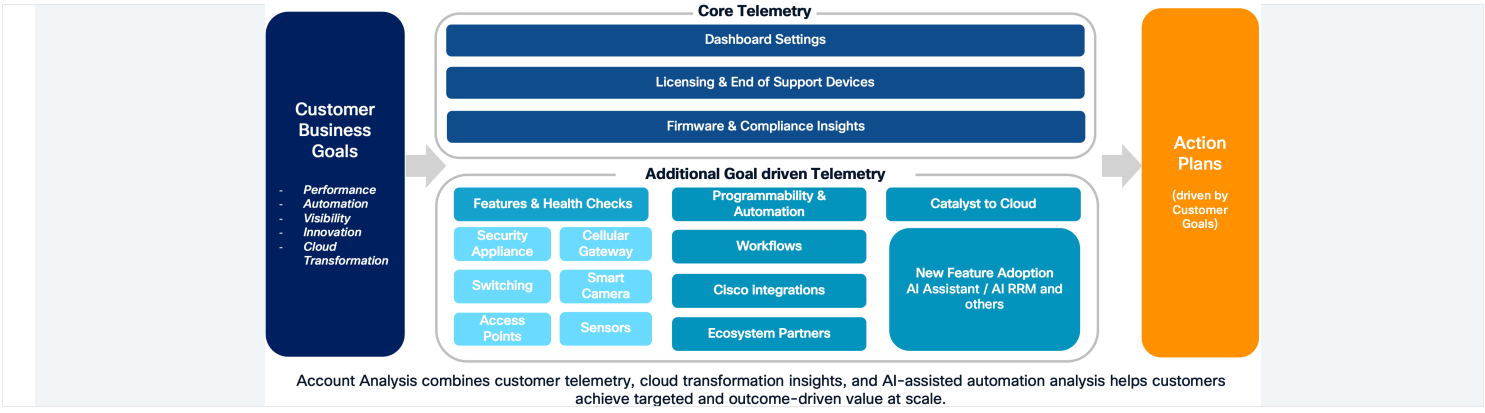
We learned that the "Human-in-the-Loop" model is non-negotiable. Today, the platform already generates consultative insights that guide adoption strategies; our next evolution is introducing autonomous agents that can translate natural language directly into deeper telemetry analysis and recommendation generation. This progression preserves the human-in-the-loop model while accelerating the path from data to value-driven conversations.

What have we solved for?

We built a telemetry engine that consults AI at every step; from query and trend table creation to visualization design and feature prioritization, providing a view of the customer's platform. The human expertise drove the elements to be included as best practices that customers often overlooked, solving not only the problems of today but the preventative measures to stop them from occurring in future.

The Account Analysis goes beyond the organizational silo; it extends conversations to unify business units together with customer telemetry and intent at its core. The Customer Success team often collaborates across Product, CX, and Sales with the findings of this tool, coupled with human experience to generate targeted strategies that are aligned across customer touchpoints with Cisco. This isn't just a dashboard; it's a force multiplier.

The Account Analysis automates the "discovery" phase, providing instant visibility into customer adoption stickiness; including license utilization, security settings, device health, AI feature adoption and more. This shift empowers our teams to lead as "value consultants," replacing reactive requests with proactive and personalized adoption strategies aligned to each customer's business outcomes. The holistic approach of the Account Analysis provides is outlined below:



Account Analysis combines customer telemetry, cloud transformation insights, and AI-assisted automation analysis helps customers achieve targeted and outcome-driven value at scale.

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Customer Impact

The Account Analysis (AA) initiative served as the catalyst for our "Next-Gen Relationship Leadership" transformation for our customers, shifting our engagement from reactive requests to proactive value realisation. This strategic pivot has delivered measurable impact across global sentiment and specific high-value customer outcomes.

By leveraging the AA tool to provide a unified view of the customer's platform ecosystem, our teams have acted as "value consultants" to drive specific, high-impact results with the following examples:

- **Competitive Retention:** Mitigated competitive churn for a multinational customer, securing a total of 5,012 Cisco Meraki nodes for renewal and a 3-year subscription commitment.
- **Proactive Renewal:** Transformed potential End-of-Support risks into a $1.2M proactive renewal opportunity by integrating AA data-driven insights with strategic account management.
- **Operational Stability:** Scaled API-driven monitoring across 7 organizations, achieving 100% firmware compliance for 3,000+ Meraki Switch (MS) networks within six days.
- **Deployment Velocity:** Accelerated the rollout of 660 sites and 8,000 devices in nine months with a 99.9% success rate using Zero Touch Provisioning and data-optimized automation.
- **Platform Optimization:** Remediated inefficient API call patterns, achieving a 7x decrease in error rates (down to 1.76%) while enabling expanded cross-team integration.
- **Elevated Sentiment & Engagement:** Achieved an 82% 'Truly Satisfied' CSAT score in Q1FY26. This momentum has been sustained through Q3FY26, with customer feedback on core engagement pillars—Understanding Needs (4.74/5.0), Creating Adoption Plans (4.48/5.0), and Improving Adoption (4.59/5.0), remaining exceptionally strong.

By surfacing meaningful telemetry insights before customer engagements, the tool enabled deeper, more strategic conversations that strengthened trust and built authentic loyalty beyond transactional support interactions.

Business Impact

Our data-informed approach has solidified our global relationship footprint, with performance metrics consistently demonstrating high-value delivery with measurable improvements in line with our transformation:

- **Revenue Protection:** The tool serves as an "early warning system," identifying growth and renewal opportunities through real-time license and device count monitoring across over an estimated $118million in ARR program coverage (as per latest report).
- **Global Scalability:** The AA-Org and AA-Multi Org dashboards have achieved global adoption, serving as the standard best-practices tool for all Cisco Meraki high-touch customer experiences with the latest metrics reporting an average of 45 page visits per user in the tool on a monthly basis.
- **Efficiency Gains:** The transition from manual Excel-based extraction to an automated, multi-stream platform has reduced insight generation time from an estimation of hours to mere clicks, reducing manual run time with human expertise by over 83% with additional efficiency gains forecasted with the pivot to leveraging agents to enhance telemetry analysis.

Lessons Learned

- **AI as a Catalyst:** While Large Language Models (LLMs) have served as a powerful catalyst for augmenting the traditional creation of value-generating tools, we have learned that the next frontier lies in leveraging autonomous agents and advanced Natural Language Processing to unlock even deeper efficiencies.
- **From Visualization to Consultation:** Our current platform already produces consultative insights that guide adoption strategies for customer engagements. We have begun evolving our visualization platform into an agentic system where autonomous agents will further streamline how these insights are generated and delivered, allowing natural language prompts to accelerate telemetry analysis and consultation. This shift has successfully opened new collaborations with other Business Units, allowing other teams to consume our data for strategic decisions and creating unified measures of success at scale.
- **The Power of Co-existence:** To truly succeed, we must embrace a "truly agile" approach where humans and AI co-exist. This partnership is the engine that generates 10x better customer outcomes at scale, allowing us to pivot rapidly as features evolve and strategies shift.
- **Agile Velocity:** Our commitment to an iterative release cycle—using sprints and retrospectives—was the key to keeping pace with the evolving product landscape. We learned that building on a foundation of "common data sets" is essential for long-term scalability.

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