



tsia
STAR Awards
2025

2025 TSIA STAR Awards
Featured Application

Elastic Support Assistant

Mission

As a global support team, our mission is to provide an exceptional customer experience by delivering personalized, high-quality support through innovation, expertise, and collaboration, empowering our customers to achieve their business outcomes successfully.

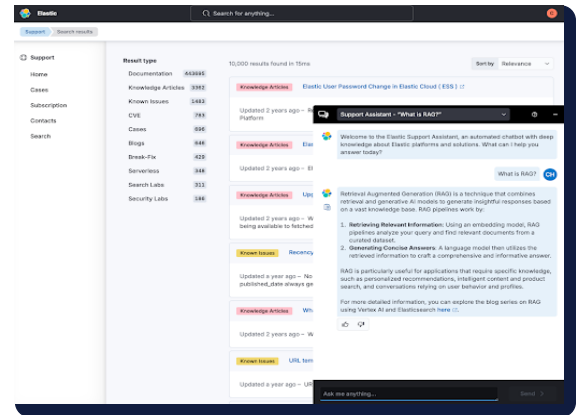
Challenge: Reactive service

Meeting the growing demand of our client base, while managing the increasing scale that comes with 17% YoY revenue growth, imposed significant capacity constraints on our support team. Each of our customers uses our Search AI Platform for various use cases, across different product versions and deployment models, making it extremely challenging to pinpoint a single, specific knowledge resource. Our support SLAs for response times, driven by incident level, delivered expectations of a reactive service. Customers need to search, find, fix, and move on by quickly accessing answers from thousands of sources across the knowledge base. Our customers needed a new experience that could deliver self-service access to answers by alleviating the fatigue of searching for answers.

Solution: Support Assistant

1 Phase 1: Content – Below the waterline:¹

- **KCS implementation:** In 2021, we enhanced our support portal by implementing Knowledge-Centered Service (KCS). We also consolidated product documentation and articles within our knowledge base in Elasticsearch to deliver a keyword-based search for support resources.
- **Search refinement:** In 2023, the search experience was enhanced by integrating semantic search, vector search, machine learning, and natural language processing, allowing the support team to find results based on meaning.



2 Phase 2: Findability – At the waterline:

- **KCS base expansion:** In February 2024, our KCS knowledge base expanded to include additional context from disparate sources (CRM data, issue resolutions, defects, cases, white papers, educational content, etc.) to supply our large language model (LLM) with accurate information and reduce hallucinations.
- **Support Assistant:** We built and launched a technical support conversational GenAI experience, utilizing a retrieval augmented generation (RAG) architecture on Elastic and OpenAI's GPT-4o LLM to accelerate our support engineers' ability to find answers for customer queries.
- **Customer portal launch:** In August 2024, the Support Assistant was launched within the customer support portal, providing customers with the same GenAI conversational experience to find answers to technical queries.

3 Phase 3: Scale – Above the waterline:

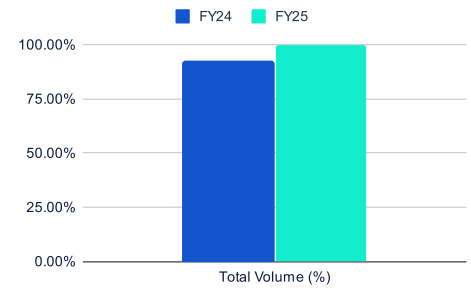
- **Engineer View launch:** An AI-first support case user interface, Engineer View, was built and launched to integrate the Support Assistant into the support team's workflow. This streamlined access to Support Assistant and integrated additional case context to deliver more personalized responses to customers.
- **AI knowledge drafter:** Engineer View includes access to an AI knowledge drafter, which extracts information from customer queries, case conversations, and existing knowledge artifacts to draft new knowledge documentation to feed our system and deliver new knowledge to customers in real time.
- **Monitoring Support Assistant:** We monitor the Support Assistant chats to ensure performance and accuracy and gain aggregate insights into the self-service topics.

Results: AI-driven self-service augments customer experience

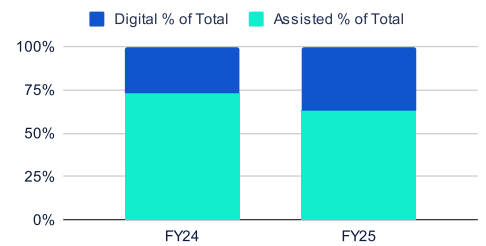
In Elastic's recently completed fiscal year 2025, **demand for support services increased by nearly 9%**. Simultaneously, **assisted support demand decreased by over 7%**, while **Digital Support**, including the Support Assistant usage, **rose significantly by 49%**. This evolution has enabled our team to scale to **meet the needs of our growing customer base by creating capacity within support** for assisted interactions while offering self-service access to answers. Other benefits that are trending positively MoM include:

- **Content – KCS improvement:** Our AI-knowledge drafter is continuously expanding our knowledge base, enabling support engineers and customers to utilize the latest information in real time.
 - **130%** increase in the number of knowledge articles created
 - **56%** improvement in external knowledge engagement
- **Findability – Customer experience and support efficiency::**
 - **23%** decrease in mean time to first response (MTFR) delivers improved customer satisfaction
 - **6x** hard case deflections and **20x** soft case deflections via Support Assistant
 - **7%** reduction in volume of assisted support cases due to case deflections
 - **100%** support engineer penetration, with **1 in 2** using it daily, reducing reliance on senior engineers for onboarding and training, minimizing our ramp time.
- **Scale – ROI:** The support team achieved a **4-month ROI** with the Support Assistant. This calculation considers the cost of running the Support Assistant, including hosting the LLM, as well as the labor costs associated with its development and maintenance. It offsets these costs by the capacity created through customer self-service.

Support Demand YoY: Assisted & Digital



Support Demand YoY: Digital vs Assisted



As our digital support services continue to grow in effectiveness, customers are increasingly resolving simpler, known issues independently. As a result, customers who require assisted support for complex queries will benefit from the additional capacity we've gained. Additionally, we are investing more time in training and developing our team, deepening their technical expertise, and further empowering them to better handle these advanced support needs. The redirection of engineer headcount to resources like data scientists and developers will lead to further enhancements in our support offering, ultimately improving customer experience.



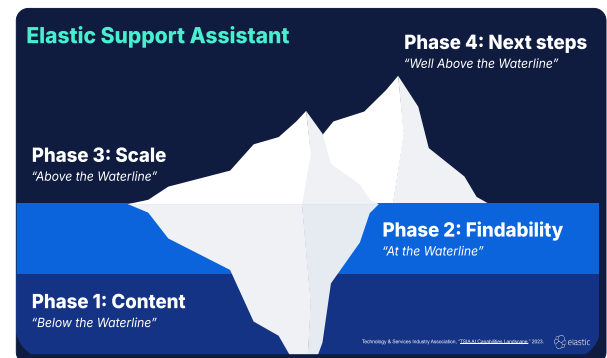
"I haven't used real support, not even once, since I've been using the assistant. There is no need to use other AI tools since it has so much deep knowledge about Elastic."

Scandinavian Government Agency,
Elastic Customer

Next steps: Well above the waterline

Building on the success of Support Assistant, we're excited to continue launching AI-driven capabilities that elevate customer satisfaction — such as enriched case context, intelligent routing, account personalization, proactive insights, and multilingual support — that keep our support function well above the waterline and meet the growing demands of our customers.

Our ability to build cutting-edge technology that drives customer experience stems from having the Elastic Search AI Platform readily available at our fingertips.



Learn more about our [Support Assistant](#), [watch a demo](#), and explore our [support offerings](#).

Watch now



For more information, visit the
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