

Custom Ink

Introduction

This case study of Custom Ink is based on a November 2021 survey of Stack Overflow for Teams customers by TechValidate, a 3rd-party research service.

Challenges

The profiled company brought in Stack Overflow for Teams to improve their business KPIs of **operational efficiency**, **service quality**, and **organizational effectiveness**.

The other challenges they wanted to solve were:

- Removing roadblocks or barriers
- Creating or maintaining a continuous learning culture
- Breaking down silos between teams
- Enabling employees to solve problems faster
- Reducing the time to onboard new hires
- Capturing institutional knowledge

Use Case

They use the **basic tier** of Stack Overflow for Teams.

Their engineering team is the main user of Stack Overflow for Teams.

The other tools they use for knowledge sharing are:

- Wiki
- Code repository
- Software development project management system
- ChatOps (e.g., Slack or Microsoft Teams)
- Document management platform
- Cloud drive
- Homegrown tools (e.g., built internally)
- Intranet

Results

The surveyed company said the most impactful **operational benefits** their organization realized with Stack Overflow for Teams are:

- Decreased firefighting/unplanned work
- Fewer high severity/priority issues
- Increased employee satisfaction
- Decreased time to recovery
- Increased developer efficacy
- Increased discoverability of documentation and expertise

They said the most impactful **cultural or team benefits** their organization realized with Stack Overflow for Teams are:

- More knowledge is captured for the future
- Increased productivity
- Increased peer-to-peer support
- Reduced burden on subject matter experts or high tenured teammates
- Prevented knowledge loss when teammates left
- Increased transparency of knowledge and information
- Improved team technical skills
- Individuals having more opportunities to mentor
- Individuals having more confidence in their work

Company Profile

Company:
Custom Ink

Company Size:
Medium Enterprise

Industry:
Retail

About Stack Overflow for Teams

Stack Overflow for Teams provides just-in-time knowledge to help teams solve complex technical challenges through each stage of the development lifecycle. Because Stack Overflow's public platform is already integral to how technologists work, Stack Overflow for Teams enables a more natural, frictionless exchange of company knowledge.

It augments workflows, giving teammates easy access to persistent knowledge and cross-functional experts so they can confidently make more informed decisions and overcome roadblocks faster. The platform fosters continuous learning and growth while enabling an internal community that connects knowledge seekers and subject matter experts across departments.

Learn more:
<https://stackoverflow.com/solutions/c/teams>

Learn More:

[Stack Overflow for Teams](#)