



“We’re redefining the status quo of what it means to be an IT team. And we’re doing it with Moveworks.”

— Casey Carlton, Head of IT, Webflow

From MSP to AI: How Webflow’s IT team improved employee satisfaction and productivity

Webflow is a leader in the world of web design

In 2013, San Francisco-based Webflow redefined web design with its no-code platform, enabling over 200,000 companies to build professional websites. Yet, as Webflow rapidly expanded its global footprint, four challenges emerged:

- 01 Providing 24/7 global support while moving away from a managed service provider.
- 02 Scaling support amid company growth without proportional staffing increases.
- 03 Reducing time spent on routine IT issues.
- 04 Enhancing the employee experience with fast and efficient support.

To succeed, Webflow required a support system as dynamic as its platform, capable of smoothly scaling without inflating costs. They needed a way to streamline operations, freeing employees and IT teams from mundane tasks to boost overall productivity.

The question loomed for Head of IT Casey Carlton: Could he and his team achieve these goals while continuing to deliver a seamless employee experience? The answer, as we'll see, was a resounding yes.

Redefining support with Flowbot

In September 2022, months before large language models (LLMs) became a global phenomenon, Webflow took a bold step into the future of IT support. They partnered with Moveworks to launch Flowbot, an AI copilot that would redefine how employees get help at work.

Casey was initially skeptical, saying, "I've seen chatbots before. They never work." However, the promise of redefining user support and staying ahead of the curve convinced the team to take a calculated risk.

Flowbot, powered by Moveworks' advanced natural language processing, offered a solution to navigate the complex web of tools and software applications in Webflow's environment. It provided a single, user-friendly interface for employees to access information and support across all systems, eliminating the struggle to find the right information in the right place.

Challenges

- Transitioning from a managed service provider to an in-house support model while improving service quality
- Elevating employee experience through faster, more efficient support for a global remote workforce

Results

- AI performs work equivalent to three full-time employees, allowing IT staff to focus on strategic initiatives
- Achieved consistent 90+ NPS, setting a new standard for IT support satisfaction

Key Integrations



Flowbot



Tom Caliwagan, Senior Manager of IT Experience, highlighted the Copilot's intuitive nature: "Our users were very used to conversational support with humans. Moveworks provides a familiar, conversational experience where I didn't have to manage hundreds of utterances, or how many ways can you ask for a laptop."

Webflow's foresight in adopting AI for IT support proved prescient. Tom noted, "Right now, a million people are figuring out how to deploy AI, integrate LLMs, and build out solutions that can match Moveworks's performance. So we're already a step ahead."

A straightforward AI implementation

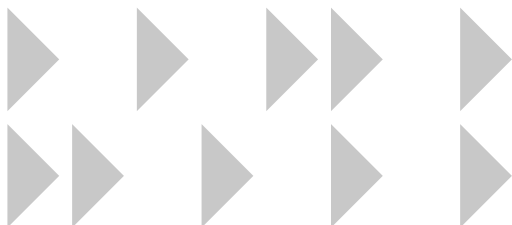
While AI implementations often spell complexity, Webflow's adoption of Moveworks stands out for its simplicity. Tom, who single-handedly led the implementation while juggling other responsibilities, credits much of the smooth rollout to Moveworks' Professional Services team. "Frankly, I felt like the process was pretty straightforward," he says.

Webflow's success hinged on a focused strategy. Rather than attempting to boil the ocean, the Webflow team targeted specific use cases and a clear minimum viable product. "We started with a set of specific use cases and then worked backwards from there," Tom explains.

This targeted approach, coupled with Moveworks' ability to seamlessly integrate into Webflow's existing systems like Jira, Okta, and Google Workspace, quickly established Flowbot as a cornerstone of Webflow's IT ecosystem. Yet, the initial launch was just the beginning.

Julie Leung, Senior IT Support Engineer overseeing Flowbot, emphasizes ongoing refinement: "I'm constantly looking at responses from our users... seeing how they're interacting with the bot and working to improve the experience." This cycle has transformed Flowbot from a basic tool into an everyday necessity.

By prioritizing clear objectives and continuous refinement, Webflow hasn't just enhanced their IT experience — they've also laid a strong foundation for broader AI adoption across their organization.



90%

Percentage of access requests handled by Flowbot

3

Number of full-time employees' work being done by Flowbot

90+

NPS (Net Promoter Score) average over the last three months

50%

Approximate growth of Webflow's size since implementing Flowbot

Knowledge gaps? No problem.

Before implementation, Webflow worried their knowledge base wouldn't be robust enough for Flowbot. "My hesitation with launching Flowbot was that I was worried about the knowledge we did not have in our ecosystem," Casey admits. With a smaller team at the time, Webflow feared launching a solution that might fall short of user needs.

However, this concern proved unfounded. "Long story short, that couldn't have been further from the truth," Casey reveals. The Moveworks team provided crucial guidance: launch Moveworks and let it organically grow its knowledge base.

User interactions naturally exposed information gaps, guiding targeted knowledge base expansion. "We learned a lot about our users' needs," says Casey. This data now informs future knowledge management strategies.

Moveworks' Knowledge Studio promises even easier management. With it, the Webflow team will be able to use AI to generate personalized documentation and create high-impact, step-by-step articles for self-service resolutions.

Rather than striving for perfection from day one, Webflow's experience highlights a crucial lesson: launch, learn, and iterate. The right AI partner can help overcome knowledge management hurdles and build a system that grows stronger with use.

Webflow's keys to successful adoption

Webflow's success with Flowbot highlights the importance of a natural language interface for AI adoption. Employees accustomed to human interaction readily embraced the familiar, conversational style of the AI, ensuring seamless integration of this new tool into their existing support ecosystem.

This echoes a broader point: AI success goes beyond picking the right tool. Just like adding a new team member, successful implementation requires organizational readiness and clear expectations.

By selecting a copilot with an intuitive user experience and setting realistic expectations, Webflow achieved high adoption rates for Flowbot; now the majority of Webflow employees have used Flowbot to get help. Their experience serves as a blueprint for organizations looking to enhance support through AI – it's about understanding people as much as the technology itself.

AI helps Webflow move away from their MSP

Webflow's growing, remote workforce demanded scalable and accessible global support. IT's answer: A bold move away from traditional managed service providers (MSPs) to an AI-powered support model.

Casey explains the motivation: "Our team was growing very quickly. We needed a sustainable solution that could scale." The answer lay in AI technology that could meet employees where they were, in a format they could easily consume.

"We're a remote-first global company. I think there are very few time zones where we don't have employees," Casey notes. "And with Moveworks, we are no longer required to dedicate staff to a specific geographical region to provide a world-class experience."

This AI-driven approach has transformed Webflow's support capabilities. Flowbot tackles a wide range of user needs, from routine tasks like software provisioning with its Okta integration to managing device access through Jamf. This empowers employees to quickly request app installations or security updates, even outside of traditional IT working hours. Julie highlights its impact: "Users are able to do things like enable AirDrop for a particular amount of time, when most of the team, if not all of my team, are asleep."

The efficiency gains are substantial. Tom observes, "Moveworks is doing the work of three people."

But the benefits extend beyond efficiency. Flowbot has achieved a 100% satisfaction rate among new employees for enabling access to necessary tools within their first week, significantly enhancing the remote onboarding experience.

But Webflow's transition from MSP to AI-powered support isn't just about technology — it's also about redefining the support experience. As Casey puts it, "We wanted to bring a better experience to our end users, not just replicate having more agents."

Looking ahead, Webflow plans to expand this AI-powered model beyond IT, setting new standards for support across all internal operations. Their innovative approach to global, remote workforce support is not just solving today's challenges — it's reshaping the future of work.

"IT team is pumped, thorough, prompt, fast, with quick service."

— Casey Carlton, Head of IT, Webflow

Product highlight

Delivering employee experience excellence

At Webflow, employee experience isn't just a buzzword — it's the driving force behind their IT experience model. This focus has transformed their support system, yielding impressive results and setting new industry standards.

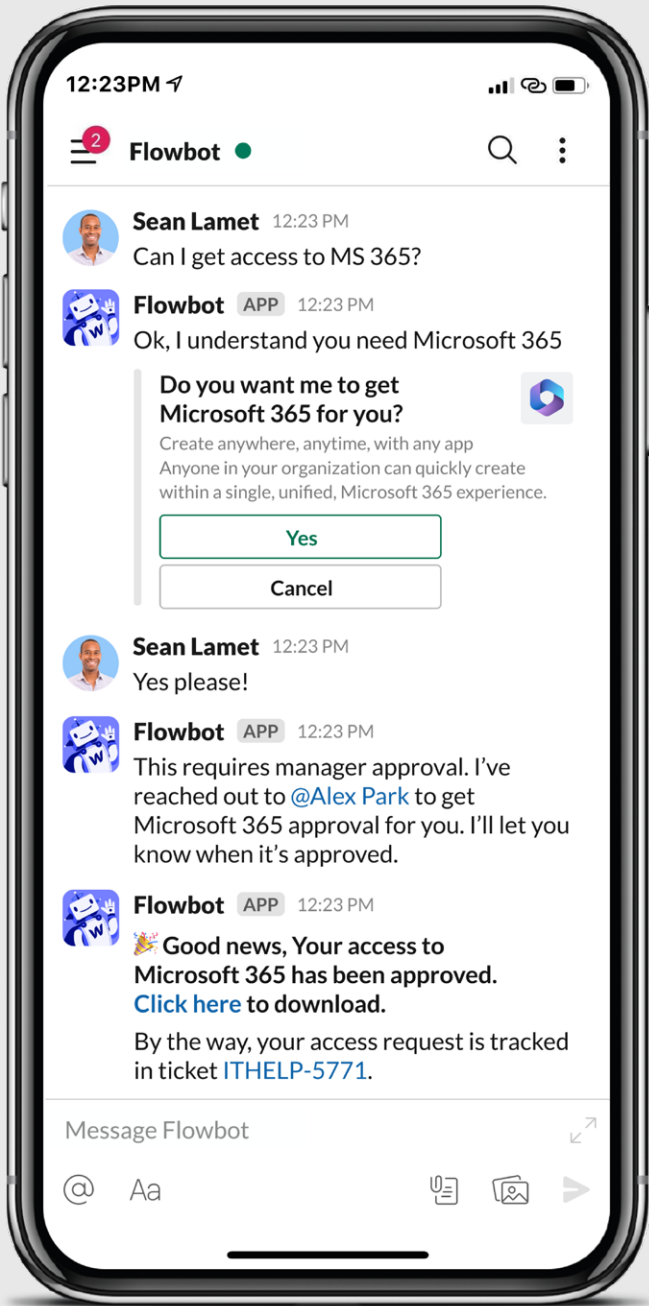
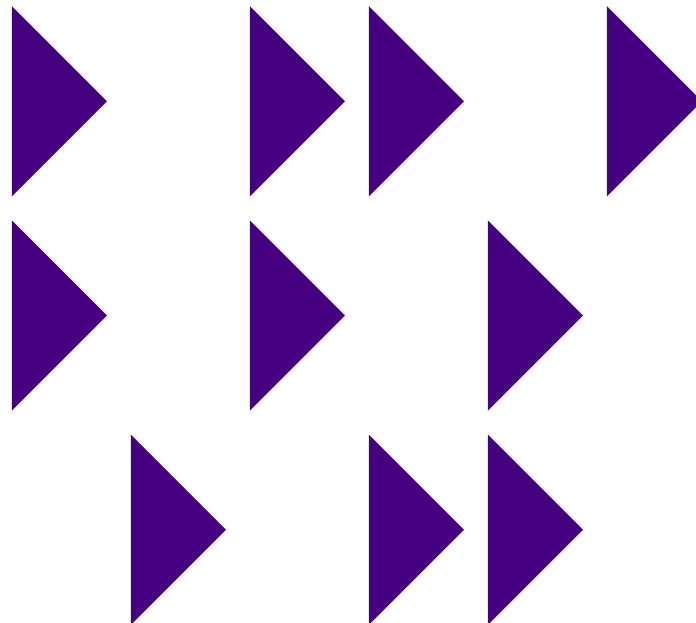
"We obsess over the employee experience," says Casey. This philosophy, embodied in their AI-powered copilot Flowbot, has led to remarkable outcomes: net promoter scores (NPS) averaging in the 90s and customer satisfaction (CSAT) scores consistently maxing out.

Tom puts it in perspective: "For anybody familiar with NPS scores, 90 is quite high. A good team will score regularly in the fifties and sixties, and the fact that we're blowing that out of the water is kind of amazing."

But it's not just about numbers. Julie notes that Flowbot handles 90% of access requests from day one, ensuring an excellent onboarding and offboarding experience. With wins like streamlining the offboarding support process from 20 minutes to just one, this efficiency has allowed the IT team to focus on high-value projects.

The impact extends beyond metrics to genuine appreciation. Employees frequently praise the speed and quality of service, often comparing it favorably to their experiences at other companies. As Tom notes, "People tell us that their experience here is world-class."

This success has created an appetite for more.



"Our users want more of Flowbot. That really proves the success of what we've done thus far and speaks volumes to what we believe Moveworks is actually capable of moving forward."

— Casey Carlton, Head of IT, Webflow

Proactive AI frees up IT team

Webflow's IT team leverages Moveworks' AI to not just solve problems, but prevent them. Flowbot automates tasks like software provisioning, freeing staff for strategic projects.

"Moveworks is one place for us to manage everything. It's not me talking to 10 different people, figuring out how we can deliver better support," says Tom. This centralization has streamlined management processes, creating efficiencies that ripple throughout the organization.

Webflow's commitment to an exceptional IT experience goes beyond reactive problem-solving. The company uses Moveworks' Employee Experience Insights (EXI) to anticipate and address issues well beforehand. Casey emphasizes the value of this tool: "The one thing I really get value out of is EXI. Part of why employee satisfaction is very high is because we often take proactive approaches based on the information or the results we get from EXI."

Webflow's use of the EXI dashboard exemplifies a shift in IT support from reactive troubleshooting to proactive experience management. This data-driven approach not only improves employee satisfaction but also enhances the overall efficiency of the IT department, setting a new standard for proactive IT support in the modern workplace.

Expanding AI horizons at Webflow

Webflow isn't stopping with IT. Moveworks' AI is poised to transform departments like People Ops, Engineering, Finance, Sales, and Legal. This forward-thinking strategy highlights their commitment to maximizing productivity and streamlining operations.

"The demand for Flowbot is exploding," says Casey Carlton. "Everyone sees the value... Moveworks isn't a hard sell. Teams are asking how they can get involved." This organic interest validates Webflow's initial implementation and Moveworks' potential across departments.

Tom echoes this sentiment: "My job is to advocate for our users. I'm looking forward to seeing how Flowbot will continue to improve our onboarding experience and support. Having an AI partner will enhance their experience even more. Other teams are seeing the success, and they're eager to adopt Flowbot too."

Flowbot has become more than a tool; it's embraced by employees as a supportive partner, even spawning playful "Flowbot lore." As Webflow expands, AI-powered support ensures all departments benefit.

Webflow's leadership now views AI not as a challenge, but as a cornerstone of their future. Their advice? Embrace AI to elevate not just the technical experience, but also your team efficiency and focus. Webflow's planned rollout across departments sets a precedent for seamless AI integration within various support models, ensuring a future where technology and productivity go hand in hand.

"Flowbot is super cool! I love that it can answer 90% of my questions, so I don't have to bother a human being with a very simple need. It has been very effective at getting me what I need for onboarding and beyond, and loops in people at the right time."

— **Casey Carlton**, Head of IT, Webflow

“AI is the future. Moveworks has proven to us that it’s a winner. So be innovative, think outside the box, and see for yourself how AI can transform your employee experience and free your teams to focus on high-impact challenges.”

— **Casey Carlton**, Head of IT, Webflow



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Request a demo

www.moveworks.com/us/en/demo

