

How Symantec Increased Revenues By 13% Using Intelligent Live Chat

Background

In Symantec's 2017 fiscal year, they drove over \$4.1 billion in revenue. Considered a leader in cybersecurity, their consumer business unit is made up of both the Norton and Lifelock brands (newly acquired in 2017). Within the consumer business unit, the customer retention marketing team is responsible for reducing churn, increasing average revenue per user (RPU), and increasing customer lifetime value.



Industry
Consumer and Business Software

Business
Internet Security and Threat-Management Solutions

Challenge

Symantec's frontline support team, while really strong in tech support and handling customer issues, did not have any real sales expertise. Their support team was viewed as a cost center and so they were trying to reduce the number of contacts being funneled to them. They did not offer live sales assistance in their purchase flow for visitors who needed help. It was assumed that every visitor was going to convert on their own, which Symantec acknowledged wasn't necessarily the best avenue.

Norton's business unit at Symantec tried a number of pilots to address this issue. None of them delivered the results they were looking for and they presented challenges regarding inaccurate incremental revenue calculations, inability to scale based on Symantec's high volume of traffic, lack of predictive capabilities and program management issues that required expertise and resources that Symantec did not have.

“Chats can be interruptive and you might not be speaking with the right customers, and we had concerns about cannibalizing sales that would have happened anyway.”

— MIKE REAKA, RETENTION MARKETING MANAGER FOR CANADA'S NORTON BUSINESS.

Results

\$1.4M

Incremental Revenue
First Month Post Pilot

\$16.7M

Incremental Revenue
in 2016

13%

Revenue Lift

28%

Higher (RPV) of Impression
Visitors vs. Control Group



The Solution – MarketLinc’s Intelligent Live Chat

Symantec selected MarketLinc’s Intelligent Live Chat solution for the following reasons:

- ✓ Fully managed turnkey end-to-end solution
- ✓ Predictive profiling ensured they would be talking to the right customers and not cannibalizing sales
- ✓ Personalized and contextually appropriate engagement for different customer flows
- ✓ Highly skilled, dedicated sales resources meant not having to cross-train their own tech support agents.
- ✓ Accurate attribution and incremental reporting satisfied the requirements from Symantec’s finance and analytics teams
- ✓ Detailed forecast of the incremental revenue to be delivered

“ The effort required on our side was very low. We provided them with keys to the garage and house on some of our data so they could go in and dig in and identify areas of opportunity where they think they could provide a lot of value.”



The Implementation – Pilot and Roll out

With the green light, MarketLinc ran a 3-month pilot to fine-tune the processes, prove the model and validate the incremental revenue forecast provided prior to engagement.

The pilot proved to be a great success, resulting in rapid expansion. Symantec has been continually expanding ever since to include:

- ✓ 4 main segments: online acquisition traffic, manual renewals, retail customer renewals and OEM product renewals
- ✓ \$1.6M in incremental revenue the first month post pilot
- ✓ 5 additional geographies
- ✓ Targeting and personalizing engagement across 1143 microsegments

“ We don’t pay out if there’s not incremental revenue so it’s a mutually beneficial relationship.”





Highlights and Value Added Benefits

Acquisition Win

146% RPV uplift in one of their flows. With the data gathered by MarketLinc, Symantec's paid search and acquisition team have gone back and refined their strategies and pages as it relates to keywords.

New Product Launch

34% higher conversion from MarketLinc's test vs. control group

Canary In The Coal Mine

Symantec points to numerous occasions where MarketLinc agents have been the first to discover issues on their website through their interactions with customers.

"Having that real time feedback from the frontline has been invaluable in mitigating any financial impact and ensuring a positive customer experience. This was an unexpected but very valuable benefit of using MarketLinc."

Strategic Feedback

Marketlinc has also been an extremely valuable source of feedback for Symantec.

"Their team does a great job of anticipating customer pain points and confusion whenever we're about to make any changes or launch something new, and that can help us make changes prior to go live. Once launched, the quick feedback directly from customers has helped ensure successful product launches or site changes as we can quickly course correct."

Impact On Corporate Acquisitions

Symantec's identify protection launch was so successful that their executive leadership team—excited about the potential that adjacency protection brings to their standard end point security—led them to the acquisition of LifeLock.

"MarketLinc played a pretty key role in Symantec having a successful product launch with our own identity protection product. We did so well we went out and purchased the brand leader in that space"

“ It's been a great relationship and stresses the importance of knowing who the right customers are to talk to on your site, making sure they aren't falling out, and providing a platform to upsell and cross sell them to increase revenue per visitor and customer lifetime value. ”

The MarketLinc Intelligent Live Chat Solution enables eCommerce businesses to capture up to 20% more revenue. Our real-time, managed solution delivers everything your business needs – advanced targeting analytics, proactive live chat software, expertly-skilled live sales assistants and performance attribution reporting – to rapidly increase conversion rates, decrease abandonment rates and maximize your ROI.

MarketLinc

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