BOLDCHAT by LogMeIn

iS3

Improving support and saving money.

INDUSTRY: Software

HEADQUARTERS: Boca Raton, FL

NUMBER OF EMPLOYEES: 50

"

Live chat is our most efficient way to handle multiple customer inquiries. Chat also provides us the ability to hire and train new representatives quickly. With canned responses and hot keys, they can be a skilled chat rep in very little time."

—RICK TREFZGER, *Chief Operating Officer, iS3*

CHALLENGE

As the award-winning creator of STOPzilla and ANTIfraud, PC performance and security software provider iS3 is a leader in the anti-spyware field. These and other solutions protect consumers' sensitive personal data as they surf the Internet. Recently, though, iS3 faced a number of evolving challenges, demanding improved customer support capabilities.

- Increasingly sophisticated spyware developers put pressure on the iS3 support team.
- The cost of customer acquisition tripled in less than two years.
- Due to competitive mergers and investment, iS3 needed a more efficient, easy-to-use support solution to keep pace.

SOLUTION

Thanks to its simple, flexible and powerful interface, iS3 was able to rapidly deploy BoldChat Pro with little training. BoldChat was fully installed and operational in less than 45 days. The deployment, managed internally by COO Rick Trefzger's team, included the creation and organization of canned responses, setting up pre-chat surveys, complete proactive chat design, a highly customized chat interface window and complete operator training. Agents gained the ability to effectively run multiple chats simultaneously.

RESULTS

By switching to BoldChat Pro, iS3's customer support capabilities received a major upgrade, helping the company to better compete in its industry and keep pace with the evolving threat landscape.

- In the first year, BoldChat Pro delivered more than 70 percent cost savings relative to iS3's previous solution.
- The support team's overall effectiveness improved markedly.
- Thanks to its greater functionality and streamlined performance, BoldChat enabled iS3 to develop stronger, more robust relationships with its customers.