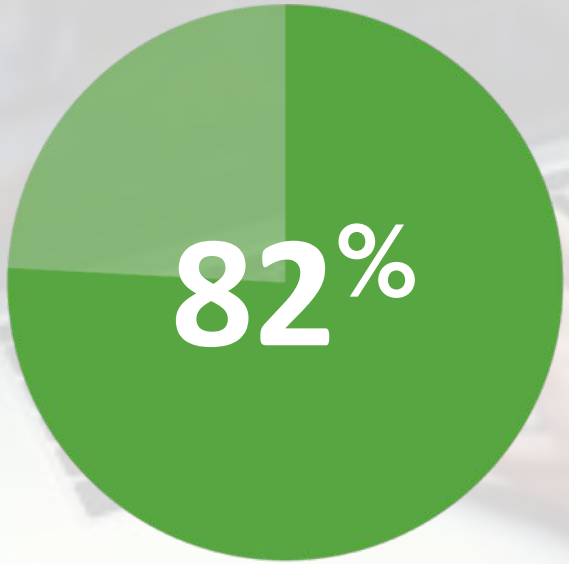
Customer Engagement Platform

We’re in a world where the need for support is expanding…

Customers have higher expectations of service and support

One bad experience can end a customer relationship



of customers have stopped doing business with a brand following a bad experience

Millennials are a powerful market force

- **INFORMED:** Information always at their fingertips
- **IMPATIENT:** Want their needs met immediately
- **DEMANDING:** Want satisfaction in every interaction

$200 BILLION
Annually

$10 TRILLION
In their lifetimes

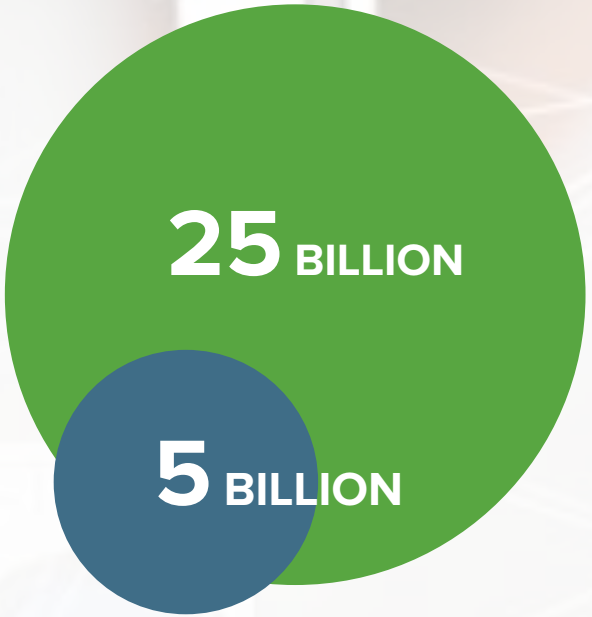
Personalization and relevance drive purchase behavior

- **INCREASES ENGAGEMENT:** Through tailored experiences
- **ACQUIRES MORE CUSTOMERS:** Through relevant offers
- **INCREASED RETENTION:** Through more satisfying interactions

of consumers say personalized promotions encourage them to buy products and services

Billions of Connected Devices Bring New Challenges

- Unprecedented data generation
- Heightens complexity of information management
- But also presents new opportunity to improve customer insight



Growth of Connected Devices over the next five years

Great support and engagement drive value

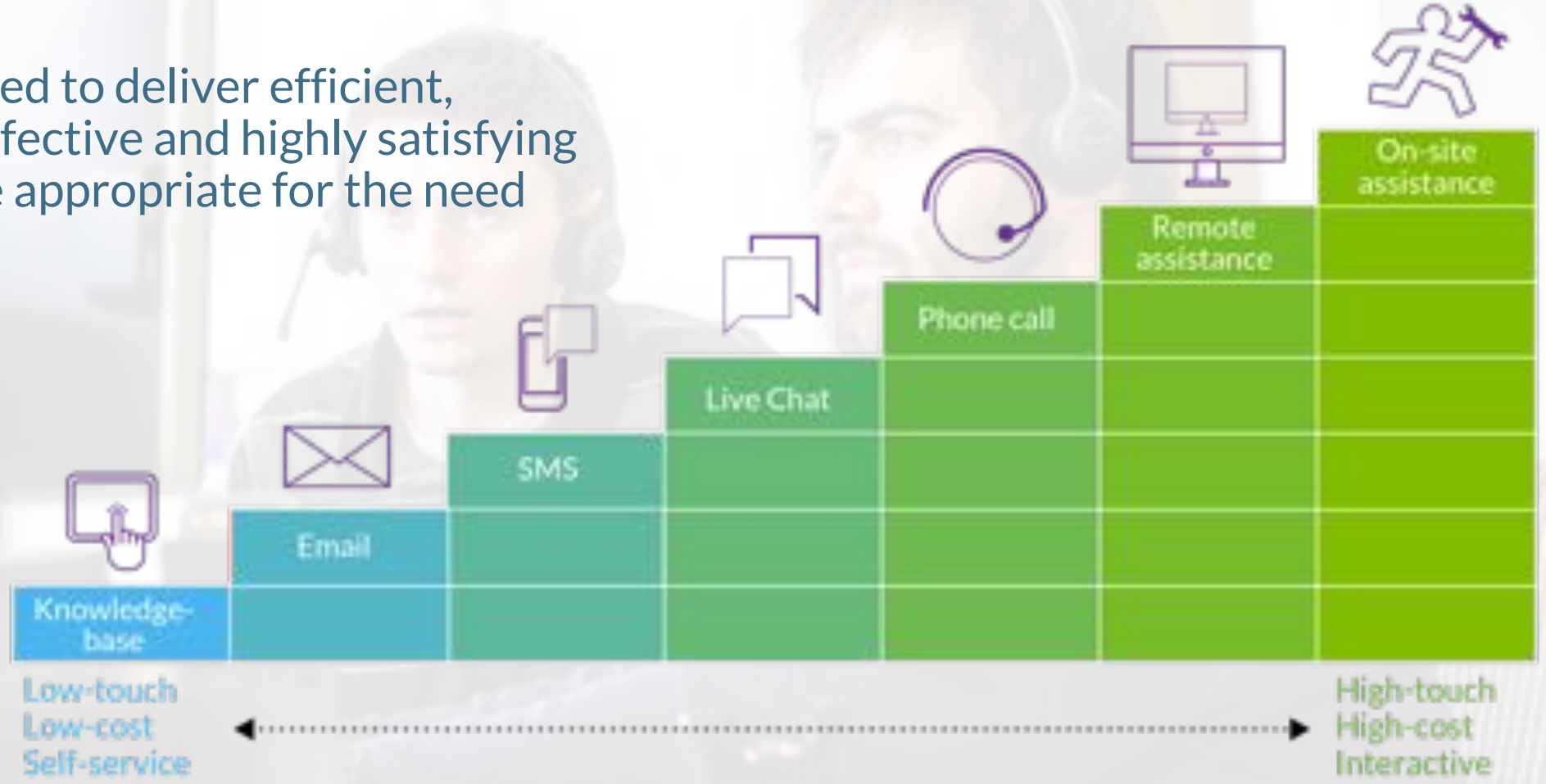
Leaders differentiate by providing great service and support across the customer journey

CX leaders outperformed **CX laggards** in the market

Every company is now judged against the best

You need to efficiently tailor the experience

You need to deliver efficient, cost-effective and highly satisfying service appropriate for the need

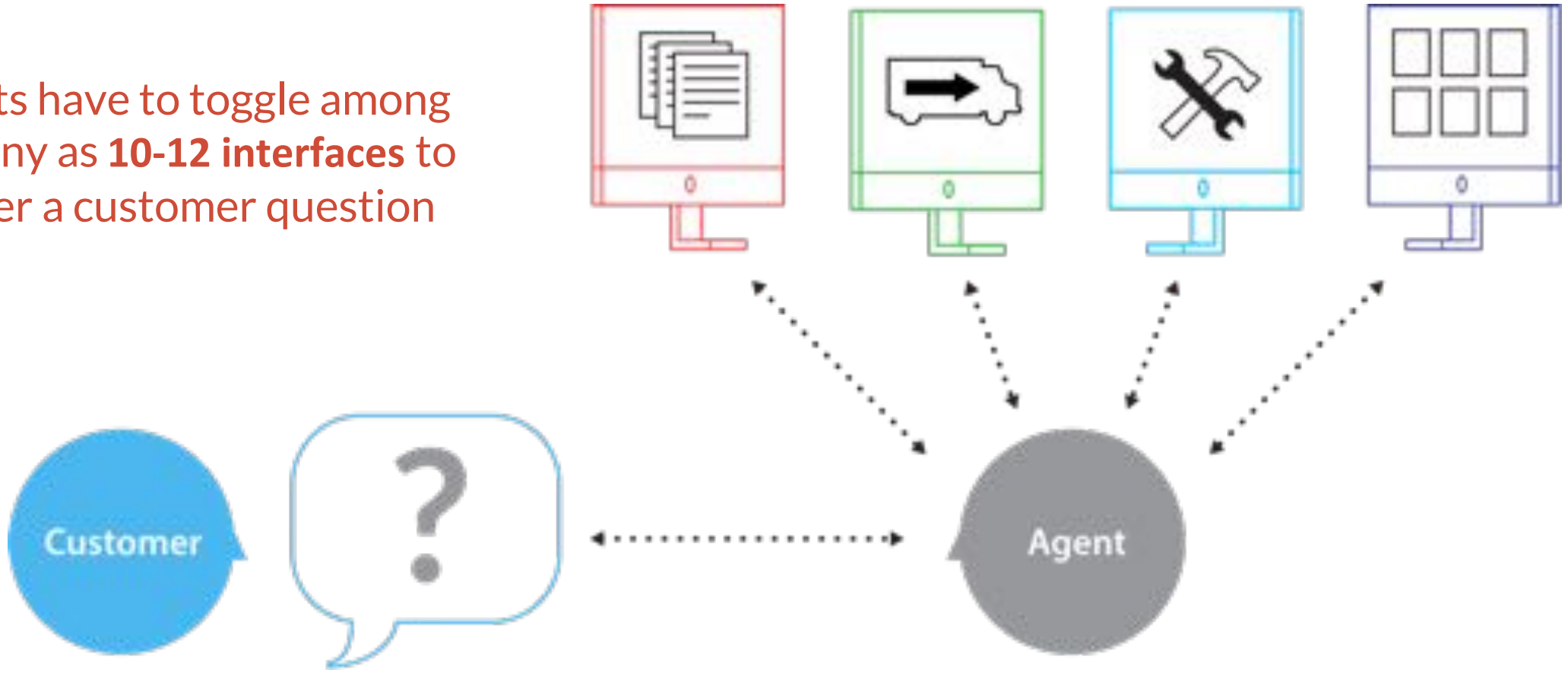


What’s getting in the way?

No single source of truth

Customer and product information resides in multiple disconnected systems

Agents have to toggle among as many as **10-12 interfaces** to answer a customer question

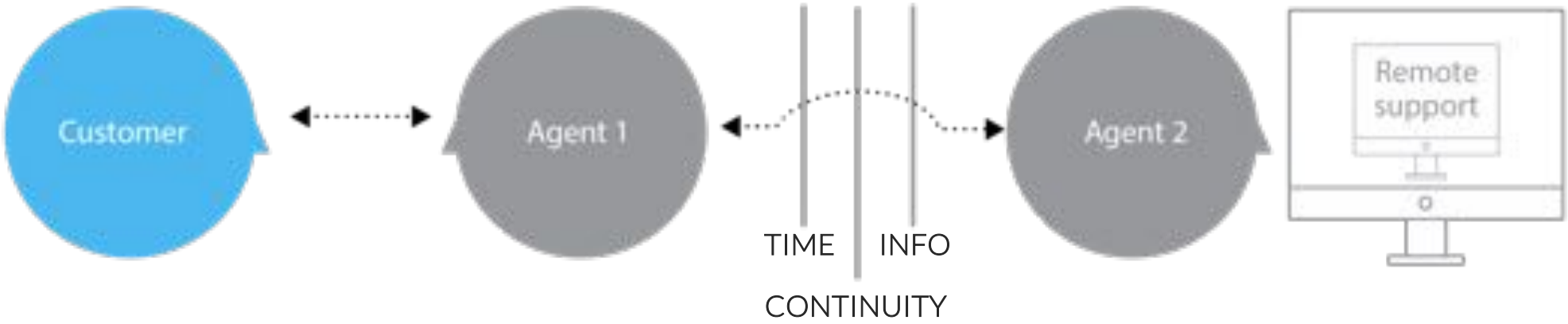


Interactions are disconnected across channels

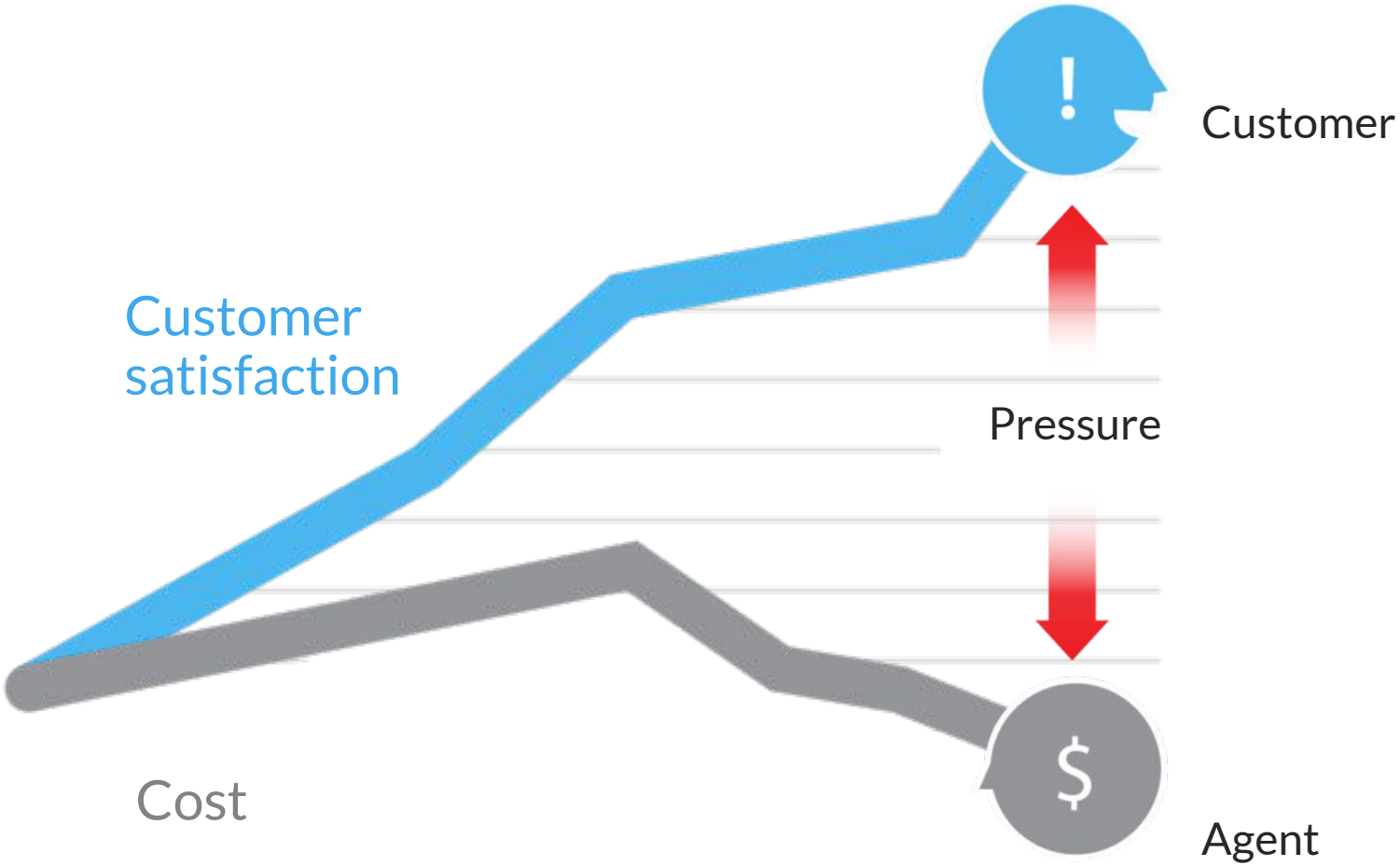
Companies can't carry the context of a conversation **from one channel to the next**

Support escalation can be slow and cumbersome

Impatient customers are
frustrated by **multiple hand-offs**



Investments to improve service compete with pressure to reduce costs



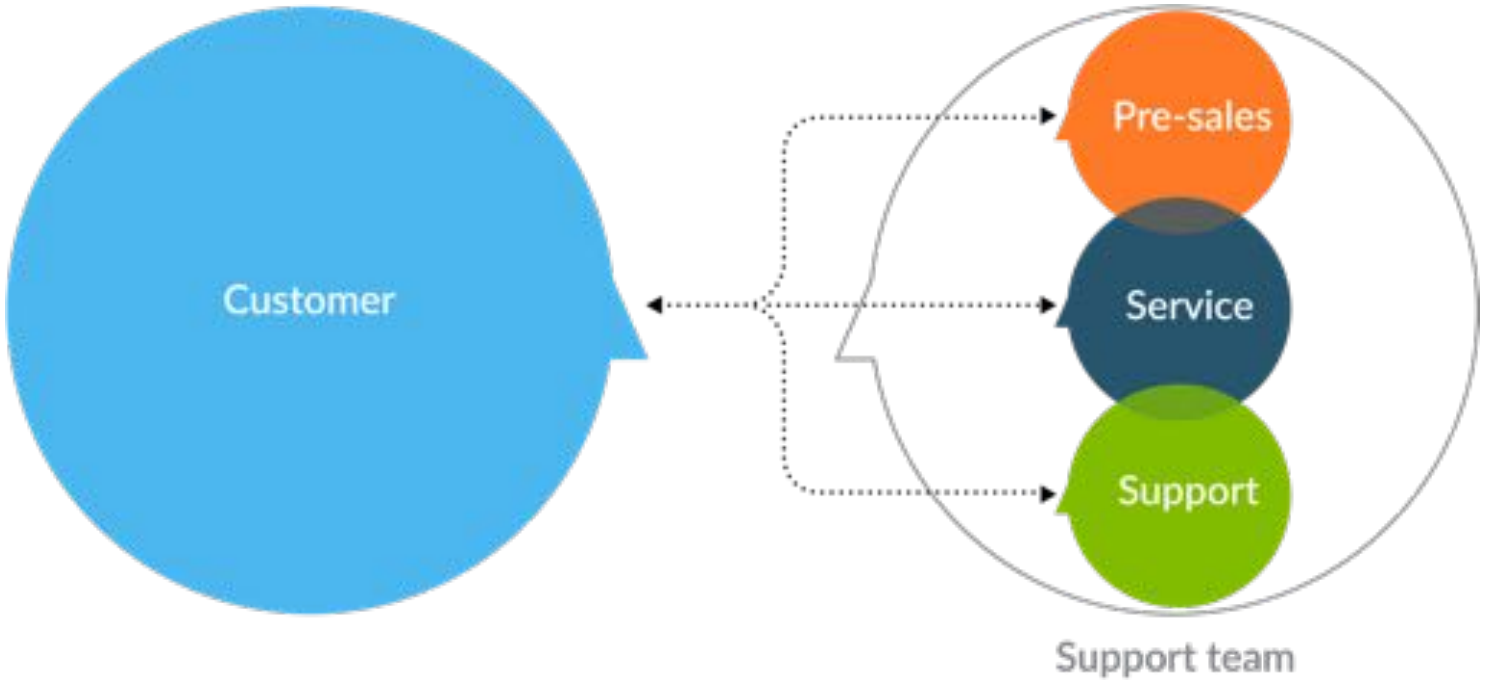
THE NET EFFECT:

Poor customer satisfaction, churn, and rising service costs

But imagine a different kind of world

LogMeIn

Where all agents work as one seamless team for your customer



With easy access to all the information needed to deliver fast, frictionless service

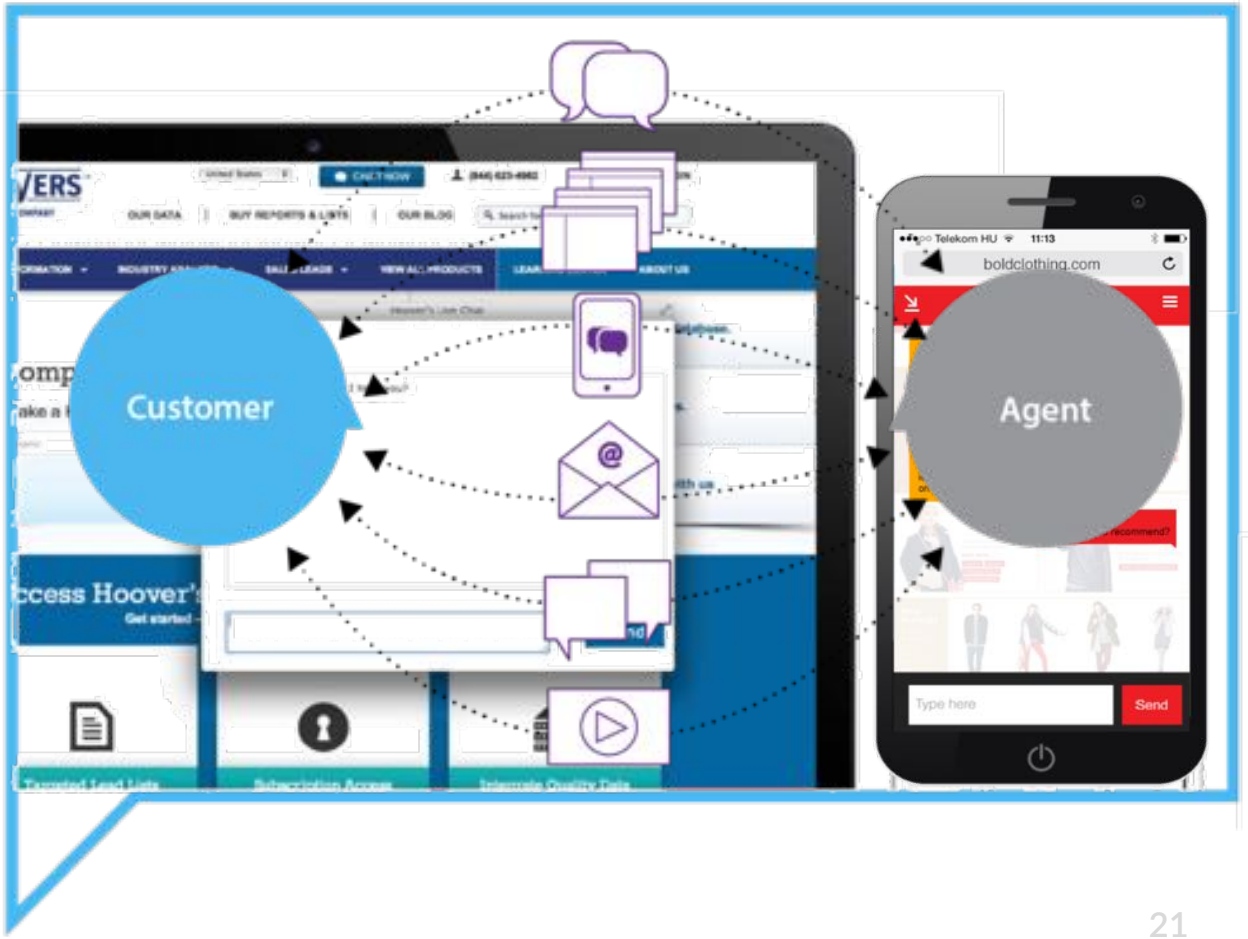
LogMeIn makes it possible

LogMeIn Customer Engagement Platform

Consistent customer experience across channels

BOLDCHAT

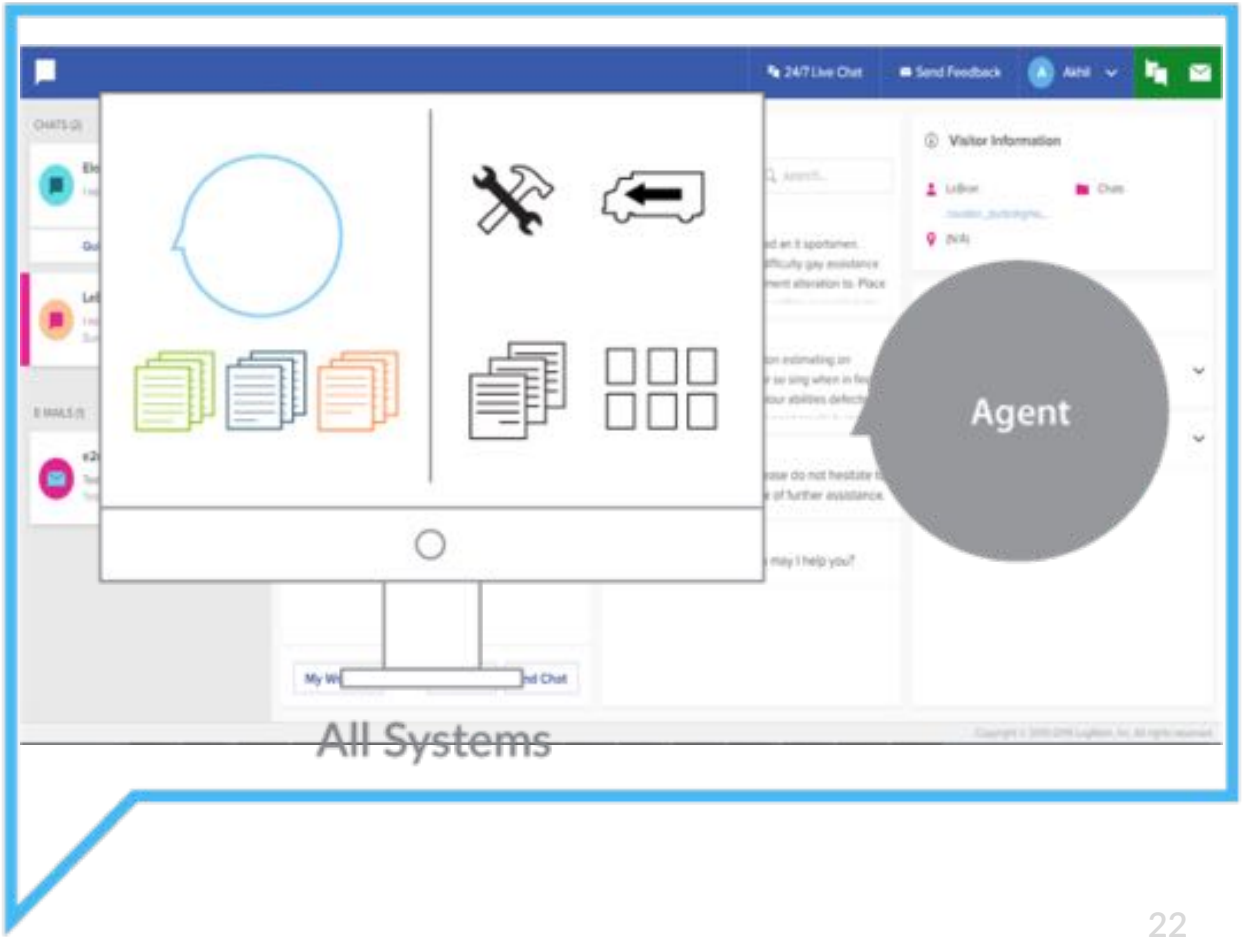
Seamlessly engage with customers across a variety of digital channels and devices, through any stage in their journey.



Designed for an omni-channel world

BOLDCHAT

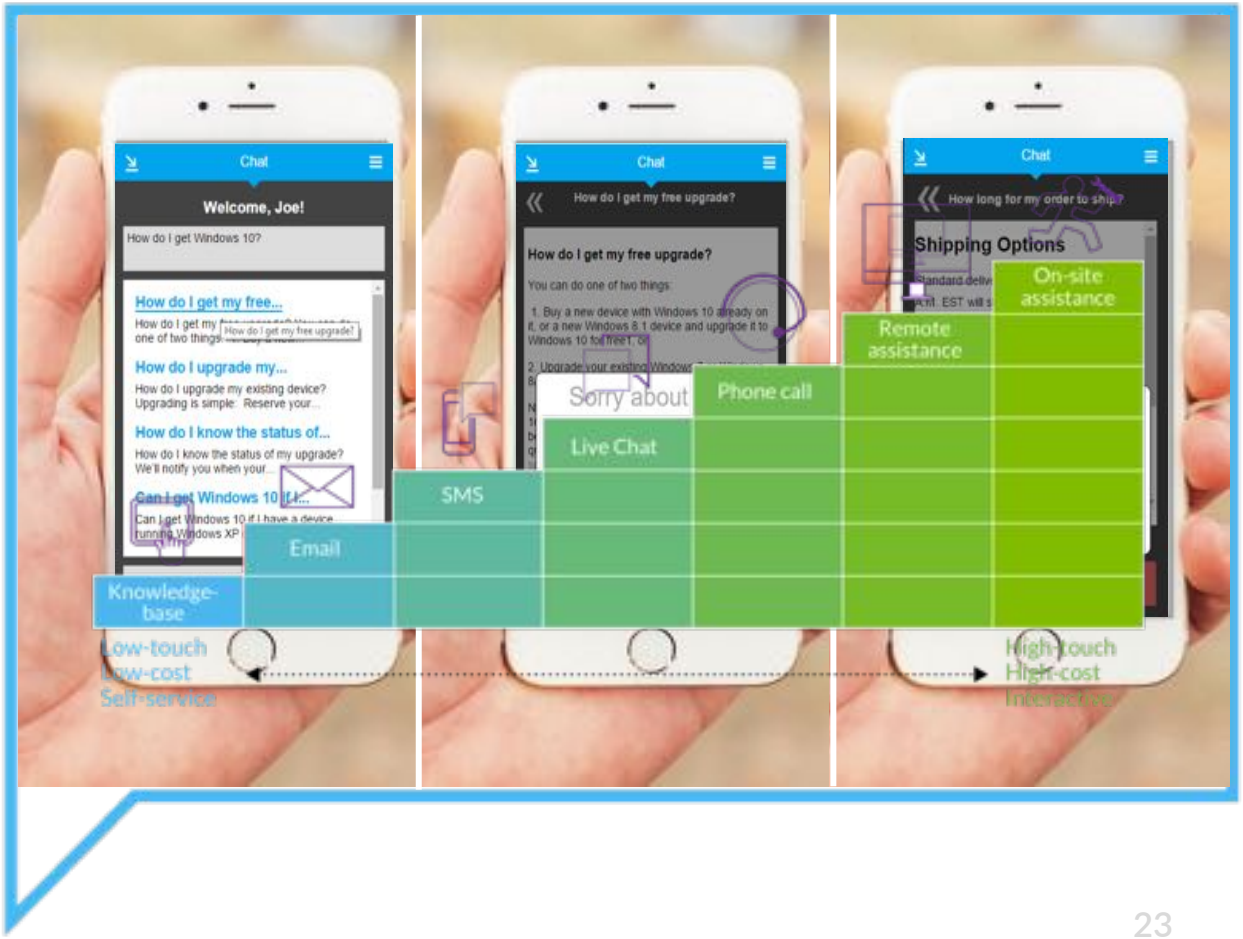
- Optimizes agent speed and efficiency with an intuitive, modern interface
- Presents contextually relevant data to agents in a concise manner
- Unifies the agent's view across channels
- Provides the single source of truth across systems



Seamless escalation across channels and agents

BOLDCHAT

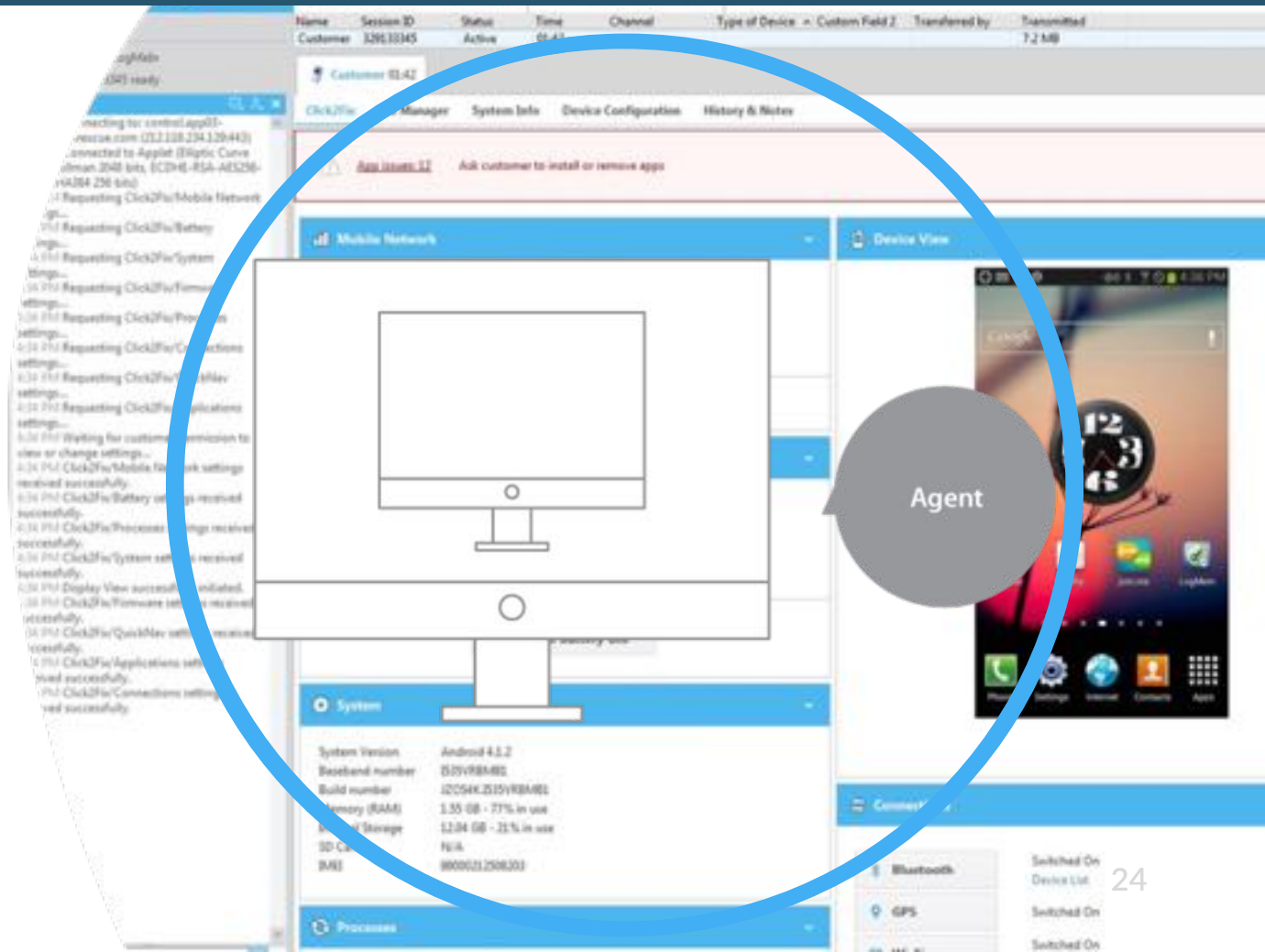
- Maintains the context of conversations across all channels
- Lets you offer the right channel to the level of support needed
- Prepares agents with the right information to address issues quickly
- Enables agents to escalate to a remote tech session via Rescue



Optimized support experiences for modern enterprises

Rescue

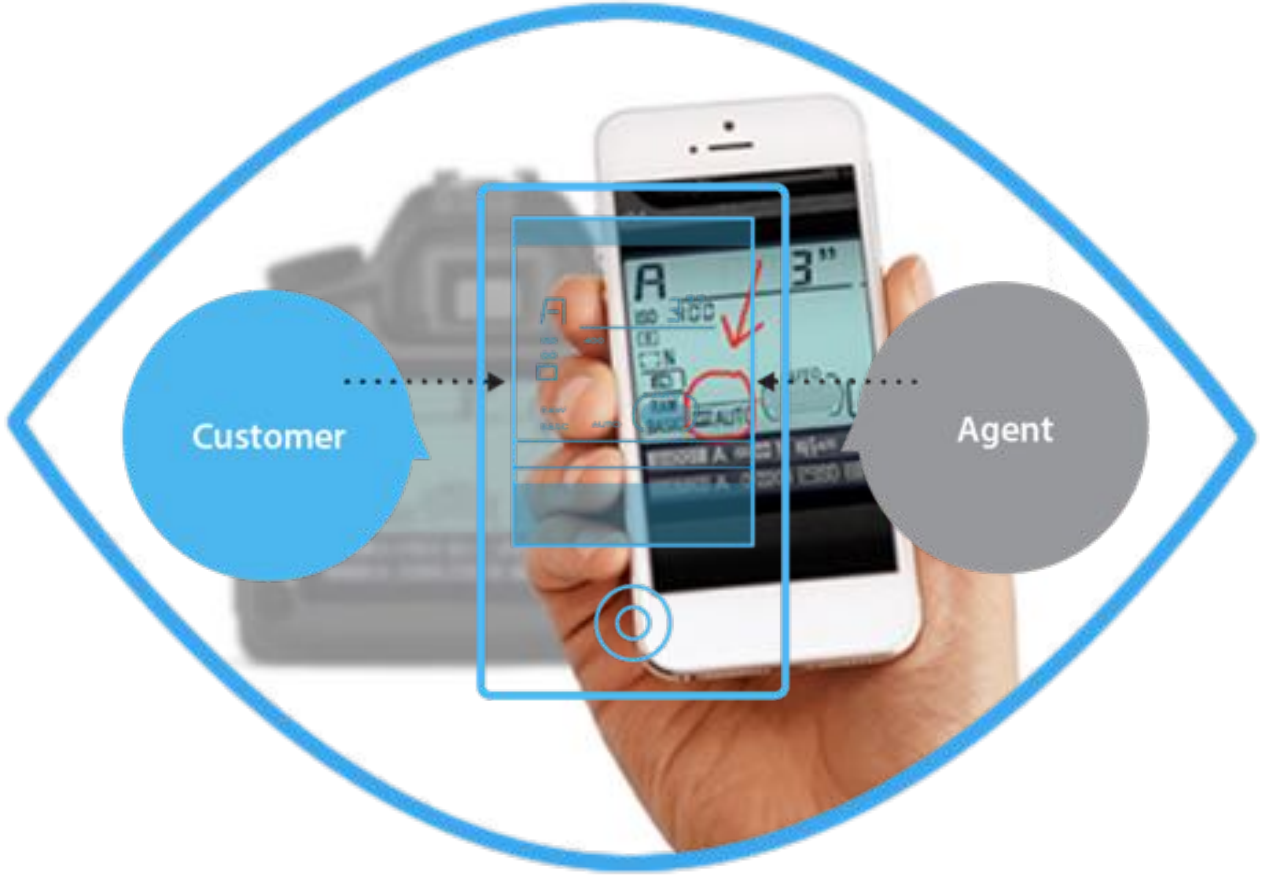
- Enables agents to fix more devices *from* more devices than any other solution
- Provides clientless support with a seamless user experience
- Features a customizable interface and mobile SDKs to reflect brand identity



See the problem. Solve the problem.

Lens

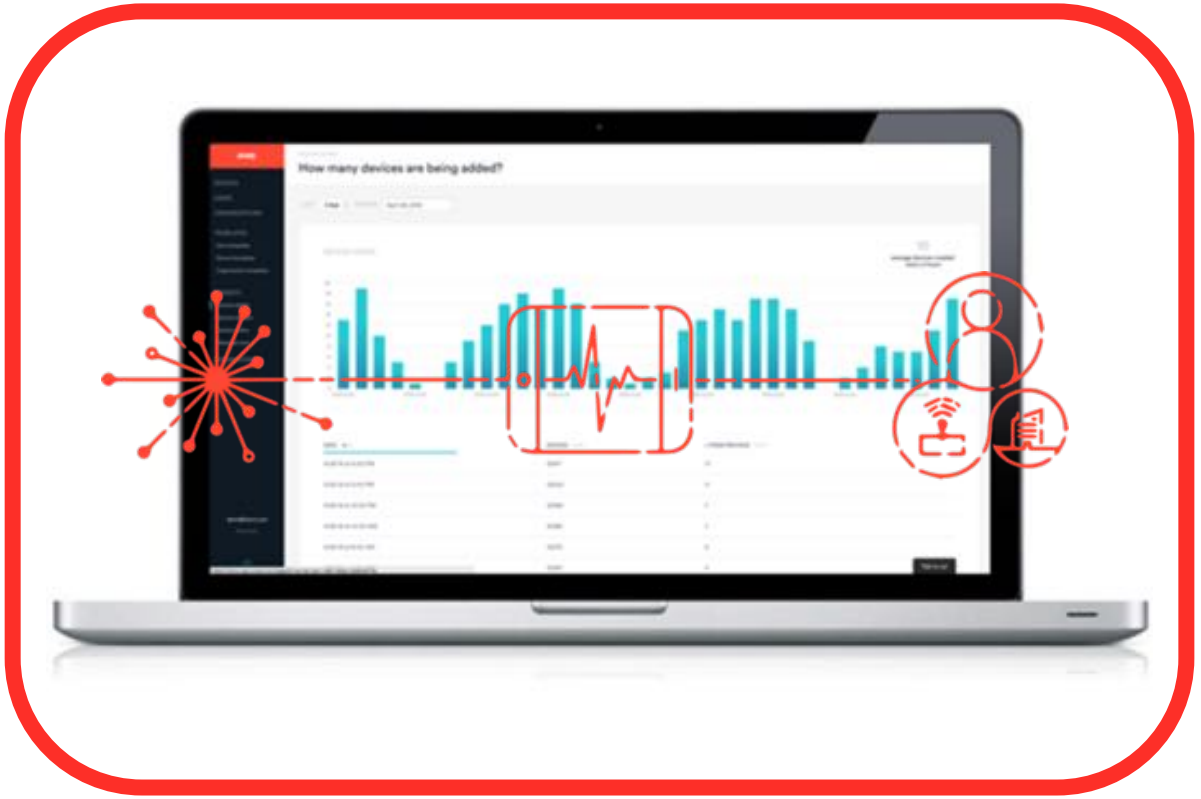
- Extends remote support capabilities beyond devices to just about anything
- Involves the user as an active and fully supported participant in the solution
- Solves problems more quickly, accurately and conveniently for a better customer experience



Create new value with IoT connected products

xively™

- Connects products securely at scale
- Manages connected products and the data they produce
- Engages customers in new ways to create new business value



The LogMeIn Customer Engagement Platform delivers…

More satisfying and effective service

Better customer experiences

And measurable impact to your bottom line

THANK YOU

WWW.LOGMEIN.COM

LogMeIn