

Symantec Corporation

Symantec Chooses Nexstra's Customer Lifecycle Management Services

Client Profile



Symantec Corporation
Cupertino, California
www.symantec.com

Industry: Internet software & services
Annual Revenue: Over \$5.8 billion
Employees: 17,000+
Operations: Worldwide

Nexstra nConnect Solution

- Flexible campaign design capabilities
- Multiple communication methods
- Strong control over campaign execution
- Sophisticated message template capabilities
- Full foreign language support
- Native language CSR portals
- Do Not Send list management

Summary

Symantec Corporation, the leader in providing security, storage, and systems management solutions to customers in more than 100 countries, is the fourth largest independent software company in the world. The company's products provide data protection, information security, online safety, and privacy to its customers. Symantec believes that succeeding as a business depends on surpassing customer expectations and a key to this is to offer clear and simple product upgrade and end of life notifications.

Business Challenge

Symantec's Customer Care Organization was tasked with addressing new requirements, driven by their Product Business Units, to automate communications to millions of customers worldwide regarding version upgrade and end-of-life notifications for their flagship products. These communications were being produced in-house using fixed-content message formats with limited name/value substitution rules (e.g. for customer name, address, product license information). Over time, more products required notifications and the complexity of customer data to be presented increased. In addition to these challenges, each message had to be delivered in the customer's native language. As the number of notifications increased, it became critical to control the volume of outbound messages so that the Customer Support Staff could maintain satisfactory service levels for the resulting inbound calls. Given the complexity of the new requirements the in-house solution could not be cost effectively enhanced to support the new requirements.

Solution: Nexstra's nConnect Service

CLMS addressed the need to manage communication campaigns requiring complex content generation and transmission based on individual customer data. CLMS provides the ability to choose from multiple communication methods (e.g. e-mail and letter) based on real-time event processing in multiple languages. CLMS further allows direct control of the volume distribution of outbound messages to minimize the impact on Symantec's customer support resources. CLMS provides localized web-based customer service portals for customer service representatives, allowing real-time access to customers' notification information, as well as the ability to update critical customer data and regenerate notifications for customers on-demand.



Symantec taps Nexstra's Campaign Management Services to reduce cost, improve accuracy, and speed information delivery to customers

Key Benefits:

Rules-based message creation
Rules-based campaign execution
Multiple language support
Multiple delivery methods
Outbound flow control
High delivery rates
Fast implementations

Results: Nexstra met Symantec's Business Goals

- Provide version upgrade and end-of-life customer notifications that are timely, accurate, and easy to understand
- Provide more accurate targeting of customers with customized content and languages
- Reduce inbound customer support calls resulting from the notifications
- Shorten call time of inbound calls
- Decrease the cost and elapsed time needed to setup and execute the notification programs from weeks to days
- Reduce the maintenance overhead costs for each campaign

"Symantec's growing business requirements for communicating with our customers exceeded our in-house capabilities. Nexstra's Campaign Management Services met all our requirements and their technology and expertise dramatically improved our ability to communicate with customers."

Gloriah Jackson

Sr. Manager, Customer Life Cycle Management, Symantec



For more information, visit www.nexstra.com

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