

Sony delivers a premium product with a premium support experience

Sony's eSupport organization supports Sony VAIO® computers in the United States, Canada and Latin America and consumer products in the United States and Canada. Over 1,000 technicians respond to user inquiries about installation, configuration, troubleshooting, service, and product usage.

In order to maintain its market leadership position in consumer electronics, Sony knows that it must deliver service and support that instills trust and confidence in its brand. Sony VAIO customers expect a premium product and a premium support experience. To that end, Sony always strives to improve their service delivery and provide high quality support.

Many of Sony's customers have more than just a Sony PC. They also own a Sony Reader™ digital book, camcorder, Walkman® player or other personal device that connects to and interacts with their VAIO computer. So Sony evaluated remote support software to give their eSupport team even more resources to meet and exceed their customers' expectations.

Sony's Commitment to Customer Satisfaction

Prior to using remote support, Sony eSupport used phone and chat to provide customer support. The typical issues technicians would resolve included installation and set-up, troubleshooting, and questions on how to use a product or product feature. Call volume was seasonal and also increased around new product releases. Customer satisfaction scores were high but Sony envisioned remote support as a way to improve it even more. Sony evaluated several remote support offerings. Evaluation criteria included usability, reliability of remote connections, control of support agents, and security. A pilot project allowed Sony's 1,000 plus agents to use LogMeIn Rescue in production and gather feedback from customers and agents on Rescue's contribution to the support process.

The results of the pilot showed Sony that Rescue met their key criteria in the following ways:

- Usability. Technicians found the Technician console and remote control features easy to use.
- Reliability of remote connections. LogMeIn consistently and quickly established remote connections to end user devices. Customers found it simple to grant support agents access to their machine.
- Control of support agents. The Rescue Administration Center gave customer support managers the ability to granularly manage and control remote support permissions for each technician and report on session activity.
- Security. LogMeIn Rescue sessions are permission-based and traffic is encrypted with 256-SSL encryption. Rescue logs remote session activity for reporting.

Today over 1,000 Sony eSupport agents have access to LogMeIn Rescue. Agents can reliably connect to customers' computers remotely, without pre-installed software. Whether it's a PC, connects to a PC or connects to the Internet, Sony eSupport technicians can use LogMeIn Rescue for remote support. This fosters interactivity between the agent and customer and improves the customer support experience. LogMeIn Rescue allows

Organization

Sony



Industry

Personal Computers, Consumer Electronics

Challenge

Delivering a consistent, high-quality support experience to customers worldwide.

Solution

To continuously improve the customer support experience, Sony chose LogMeIn Rescue, which allows technicians to see and control a customer's Sony VAIO computers to quickly configure, diagnose, repair or instruct customers in the use of their PC or attached peripheral such as a Sony Reader digital book, camera, camcorder, or Walkman player.

Results

With LogMeIn Rescue, Sony:

- Increased Customer Satisfaction scores on calls that used LogMeIn Rescue
- Reduced average talk time on calls that utilized LogMeIn Rescue

Key Features for Penske

- Reliability and speed of connection
- Diagnostics
- Reboot & reconnect
- Secure, permission-based remote connection

agents to see and control a customer's machine to quickly configure, diagnose, repair or instruct customers in the use of their computer or attached consumer device.

Getting Results with LogMeIn Rescue

Since adopting LogMeIn remote support technology, Sony has seen many benefits. In particular, Sony reported that customer satisfaction scores increased on calls in which an agent used LogMeIn Rescue. Average talk time also decreased when a technician used Rescue. But perhaps most importantly, the remote support has served as a vehicle to build trust, loyalty and satisfaction that positively impacts the Sony brand in immeasurable ways.

Customer feedback on the new support experience has been resoundingly positive. Many recipients of a LogMeIn Rescue session report it is the best support experience they have ever had, citing ease of use and speed of resolution as some of the reasons why. LogMeIn Rescue makes it easy for technicians to show customers how to address recurring issues, so they don't have to call support again. Another benefit of remote support is that it has fostered positive word-of-mouth; many customers say that they will be recommending Sony products and services in the future.

With Rescue, Sony is leveraging remote support technology to optimize the customer experience. Instead of a customer bringing their PC or other device back to a store, Sony's eSupport agents have a direct line (remotely) into the customer. The ability to look at the same screen has been powerful in building relationships between agents and customers. This kind of interactivity is positively affecting the customer experience and increasing customer satisfaction scores and other important support metrics. LogMeIn Rescue has been a key driver in Sony delivering on its mission to provide service and support that instills trust and confidence in its brand.

Try LogMeIn Rescue for free at
www.LogMeInRescue.com →