



case study ::

Kaspersky Lab drives customer engagement across sales and service with Nuance's Nina™ Web

Innovative virtual assistant technology reduces call center inquiries and emails by 22 percent and increases sales order value

about the company



Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions. The company is ranked among the world's top four vendors of security solutions for endpoint users. Throughout its 15-year history, Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for consumers, SMBs and enterprises. The company currently operates in almost 200 countries across the globe, providing protection for over 300 million users worldwide.

Success Story At-A-Glance

Company:

Kaspersky Lab

Primary Business Challenge:

- Long support time queues especially during virus attacks

Nuance Solutions:

- Nuance's Nina™ Web

Results:

- 85 percent average customer support resolution rate
- 22 percent decrease in call center inquiries and emails
- Global expansion of virtual assistant technology

the business challenge

Known for superior customer support, Kaspersky has always focused on providing the best support experience at no additional cost to the customer. The nature of their business, especially during a new virus outbreak, means their call center is often inundated with calls. During these demanding times, the company knew they needed to find a way to reduce support time queues and quickly address customer concerns, while also offering wider support hours during evenings and weekends. The company needed a 24/7 solution able to meet the demands of the always-on consumer. Of course, they had FAQs and search that forces customers to sort through static data rather than resolving their issue on the spot, but it was an approach that simply did not meet the advanced needs of today's digital user.

"Today's digital-savvy customer is increasingly dictating when, where, and how they want to interact with a company, which is redefining customer engagement," said Michael Neumeyer, Head of Online Operations DACH, at Kaspersky. "We were looking for a solution that delivered the kind of superior, dynamic online experience that today's digital consumer demands, while also reducing our support costs."

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the solution

In 2010, Kaspersky launched Lena, an intelligent virtual assistant powered by Nuance's Nina™ Web. Initially, Lena was launched in Germany with the goal of providing 24/7 automated, personalized customer service that would also free up support resources for more advanced, paid technical services, such as product installation or configuration.

Kaspersky believed their customers would benefit from a virtual assistant because she is always available to customers, removing the need for them to sit in long call center queues and resolving their issues faster than ever before possible. During the mayhem following a virus attack, she can also disseminate critical information or patches to customers so they can resolve the issue on their own online. The personal interaction Lena provides can also help to assure and calm customers. Overall, a virtual assistant provides a much richer customer experience.

The implementation process took four months. During this time, the Nuance Professional Services team identified possible customer requests and responses that Lena should provide by reviewing Kaspersky call center transcripts. Lena's identity and visual avatar was also developed.



Kaspersky introduces Lena, their virtual assistant for web customer service.

From the first day Lena went live, she was able to deliver with flying colors. Handling over 30k conversations a month and averaging 80 seconds per conversation, Lena has delivered an 85 percent average customer support resolution rate and decreased call center inquires and emails by 22 percent.

customers demand a cross-functional experience

As part of its monthly Virtual Assistant Optimization (VAO) Service, Nuance uses robust analytics capabilities to capture the voice of the customer and provide a monthly Virtual Assistant Performance Scorecard to Kaspersky. Aimed at improving Lena's content, comprehension, and logic, these Performance Scorecards are critical in helping Kaspersky fine tune Lena and ensure continual ROI and customer satisfaction. In addition, the scorecards are important tools for unearthing potential expansion opportunities. During one of these scorecard review sessions, the Nuance/Kaspersky team realized that customers were using Lena as the online equivalent of a tech-savvy representative. Since Lena had already garnered such significant success and ROI in her support role, in November 2011, Kaspersky officially expanded Lena's role to the sales function.

"Our customers were the driving force behind Lena's expansion," said Michael Neumeyer at Kaspersky. "Even though she was deployed under the support area of our site, they would come to her with a need, whether support, marketing or sales centric. It was quickly evident that Lena needed to address cross-functional issues in order to provide a seamless, compelling user experience."

As a personalized sales assistant, Lena provides both deeply technical and non-technical advice, depending on the customer at hand. She is always available to help when needed, but never intrusive. Many of Kaspersky's customers use her as a product guide that can provide competitive comparisons and, ultimately, recommend a product that meet their specific needs. She is the online equivalent of a tech-

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savvy sales rep on the floor. Her ability to provide a personalized and engaging customer experience has helped Kaspersky increase their average order value. Kaspersky also discovered that Lena was heavily relied on for sales questions on the weekends, a time when their call center is typically not staffed, which was a win-win for both Kaspersky and the weekend shopper.

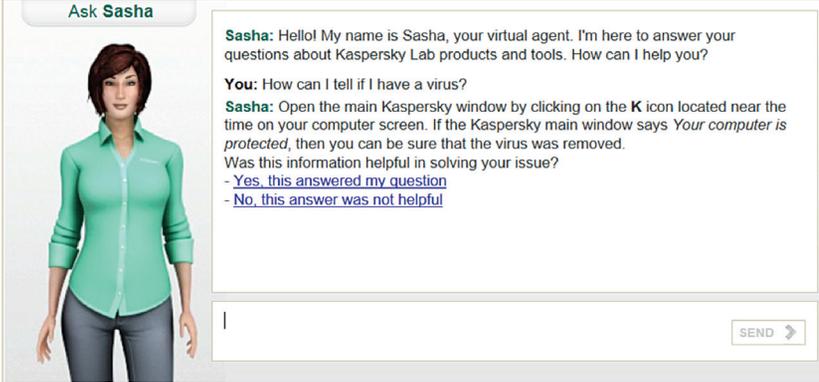
expansion into the UK, France, US and Canadian markets

In June 2012, Kaspersky also expanded the use of Lena in the UK and France and into the U.S. and Canadian markets with the launch of Sasha. Sasha was modeled after her European counterpart Lena, but with minor changes to accommodate cultural norms and best practices in North America, as well as unique business processes. Sasha was deployed in a mere 60 days and is trained to effectively resolve customer issues across 100 different topics, 24 hours a day, seven days a week.

Sample questions to ask Sasha:

- **“How do I reinstall?”** – Notice how Sasha responds directly beneath your question, instead of redirecting you another page, like an FAQ or search pages responses.
- **“My license expired.”** – Notice how Sasha can fully support a user from a customer support issue through the sales process. Virtual assistants can provide seamless support and initiate up-sell opportunities.

Ask Sasha



Sasha: Hello! My name is Sasha, your virtual agent. I'm here to answer your questions about Kaspersky Lab products and tools. How can I help you?

You: How can I tell if I have a virus?

Sasha: Open the main Kaspersky window by clicking on the **K** icon located near the time on your computer screen. If the Kaspersky main window says *Your computer is protected*, then you can be sure that the virus was removed. Was this information helpful in solving your issue?

- [Yes, this answered my question](#)
- [No, this answer was not helpful](#)

Kaspersky's Sasha, available in the U.S. and Canadian markets, is modeled after her European counterpart Lena

Get support from Sasha now:

<http://usa.kaspersky.com/support/home/sasha>

results

ROI was the key metric that drove Kaspersky's virtual assistant project. ROI is mainly determined by savings achieved from fewer requests being handled by live agents via the call center and emails. The cost of each conversation with the virtual assistant for Kaspersky was dramatically lower than the average cost per incident handled by live assistant support. They also factored in the fact that Lena and Sasha can handle multiple conversations at once. Kaspersky was able to achieve ROI within the first four months.

"Starting as a customer support assistant, our virtual assistants have morphed into cross-functional, global assistants able to meet the varying needs of our customers. They can follow the customer across the entire engagement lifecycle and providing a seamless cross-channel user experience," said Michael Neumeyer at Kaspersky.

As cross-functional assistants, Kaspersky uses a rich mosaic of metrics aimed at helping them continually improve the customer experience.

The results to date include:

- 85 percent average customer support resolution rate
- 22 percent decrease in call center inquires and emails

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for more information

To view more case studies, videos, and what Nuance customers are saying, visit our [Customer Success web site](#).

More information about the Nina Web solution used by Kaspersky Lab is also available on the [Nuance web site](#).

about Nuance Communications

Nuance Communications (NASDAQ: NUAN) is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit www.nuance.com.