Norton Online Support Experience

Service Strategies Summit – October 2016

An Quick Introduction

- History major from the University of Oregon

- Started with Symantec in 1997 as a tech support agent for WinFax PRO

- Spent next eight years in various support roles from online messaging to agent QA to supervising front line teams.

- Moved into Operations as the Leader for the Norton Knowledge Management team in 2005

- Leader for the Online Support Experience since 2009

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WHY Customer Effort Score?

We chose to lead with Customer Effort Score, "*not* because they are easy, *but because they are hard*; because *that goal* will serve to organize and measure the best of our energies and skills…"

What's Different Now?

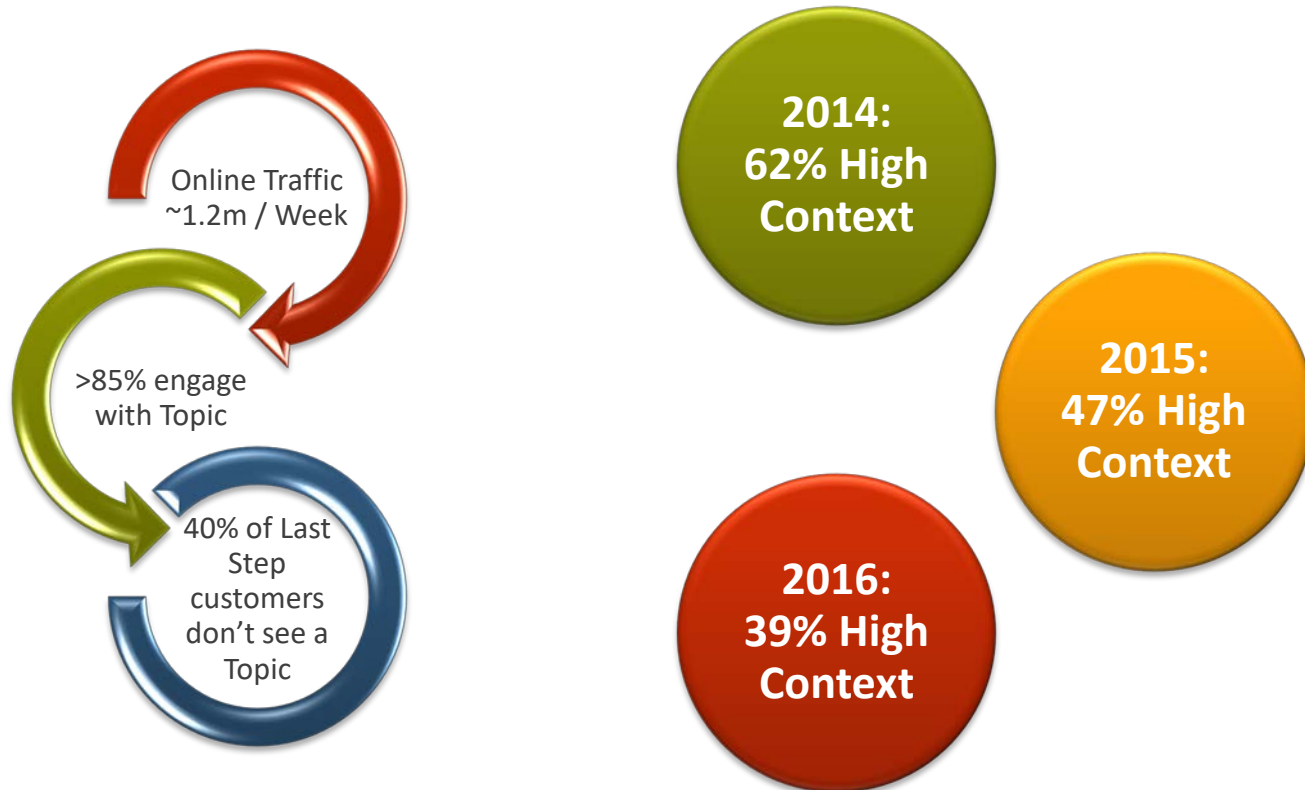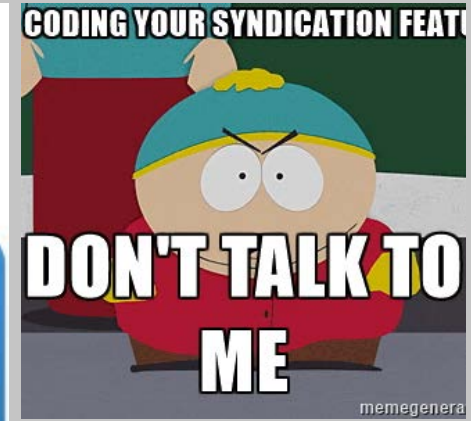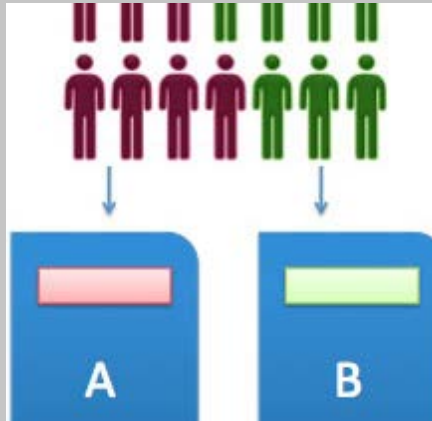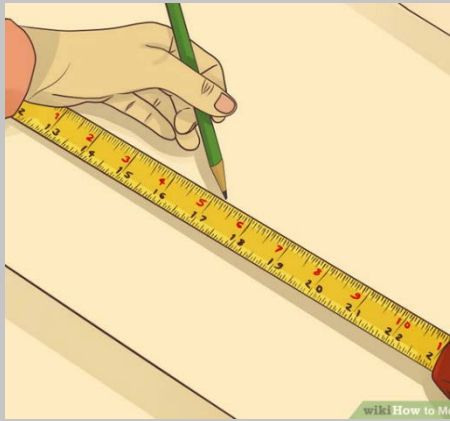| Technology	Amplification	Replaceability
Technological differentiation harder to discern for many customers	The amplification capabilities of the Internet and Social Media	Highly competitive and commoditized markets

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Norton's Online Support Experience Facts 'n Figures

Online Traffic ~1.2m / Week

>85% engage with Topic

40% of Last Step customers don't see a Topic

2014: 62% High Context

2015: 47% High Context

2016: 39% High Context

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Our Solution? An Iterative, Agile Approach

The Dedicated Online Support Experience Optimization Team (Oz)
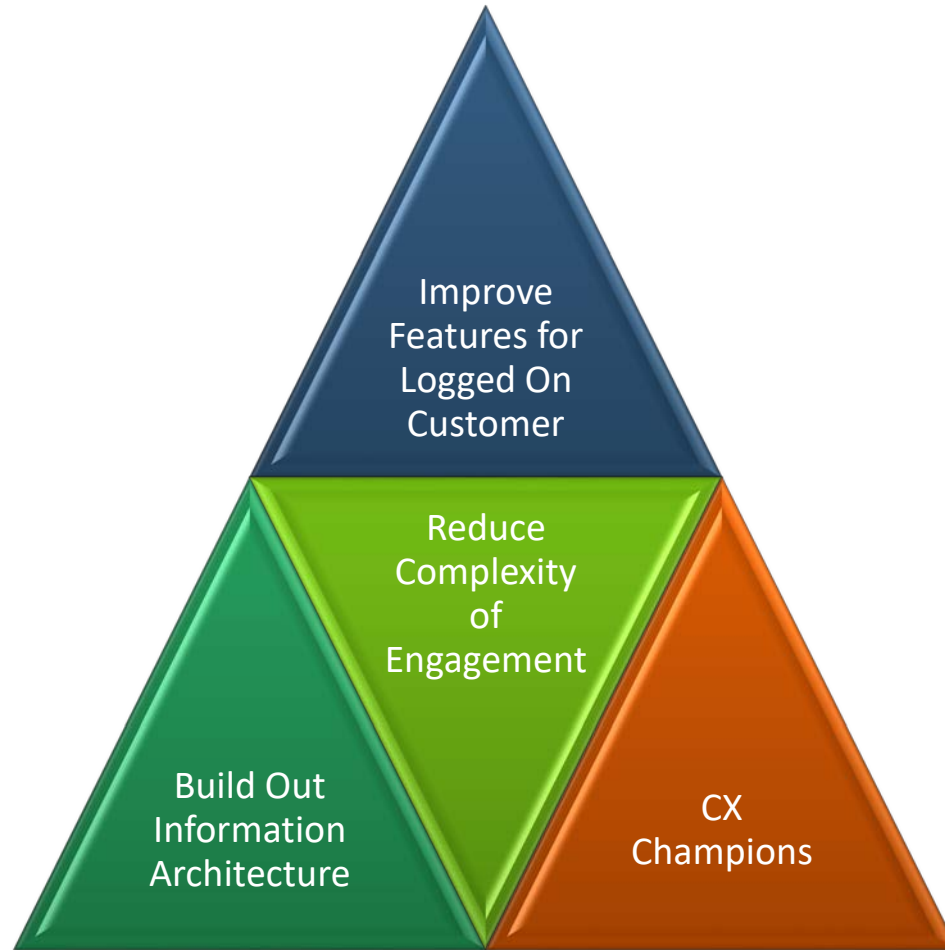
Content engagement, to create a measurable experience

Voice-of-the-Customer (VoC), to better understand customer phrasing and framing

Test-and-Target and Campaign infrastructure

Personalization and Feature Syndication

What's Next?

Improve Features for Logged On Customer

Reduce Complexity of Engagement

Build Out Information Architecture

CX Champions

Q&A

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Thank you!

Matt Phillips