



Kazam

How Rescue helps differentiate in a commoditized market.



INDUSTRY: Manufacturing (Mobile Phones)

HEADQUARTERS: United Kingdom

NUMBER OF EMPLOYEES: 50



Sometimes with technology, it takes so long to explain the benefit that it almost takes away the point of having it. So for us, the best part about using LogMeIn Rescue is that it's very easy to demonstrate its value. Our customers just get it. And they also get the peace of mind that comes along with knowing that most of their problems will be taken care of easily and quickly."

—JAMES ATKINS

CO-FOUNDER, KAZAM



CHALLENGE

When KAZAM entered the smartphone market in 2013, it did so with the belief that the market was largely commoditized. While founders Michael Coombes and James Atkins were committed to providing leading edge technology, they were wary of relying on technology for product differentiation. Instead, KAZAM chose to differentiate their offerings by improving the overall user experience. Their first point of differentiation was free screen replacement and KAZAM's second observation was that many smartphone users (especially non-technical ones) experienced technical difficulties in setting up and maintaining their phones. In Europe, phones returned for repair could spend up to five days "away from home." And these phones were often not broken at all. Instead, the issues were simple setup or user errors that had cascaded into problems like a failure to download e-mails or the inability to send a text. KAZAM's response? Offer built-in remote support.

SOLUTION

After researching a number of products, KAZAM chose LogMeIn Rescue for its reputation for reliability and ease of use. Rescue is a SaaS-based remote support solution that handles a wide range of devices, including smartphones. Since its initial purchase of LogMeIn Rescue, KAZAM's use of the product has scaled over time with the rapid growth of their customer base as it introduces its phones throughout Europe.

RESULTS

KAZAM Rescue, KAZAM's branded use of LogMeIn Rescue, is one of the core propositions around which the company differentiates its products and runs its business. With KAZAM Rescue,

- Contact center agents are able to remotely access customer smartphones and, in the majority of cases are able to fix a problem in real-time, avoiding costly send-in repairs
- Using remote control and highlighting, technicians are providing on the fly training on activities such as how to set up email and to how to best conserve battery power

With LogMeIn Rescue + Mobile, KAZAM is increasing customer satisfaction and setting itself apart from others in the largely commoditized smartphone market.