



iiNet

iiNet helps customers connect better with remote support tools.



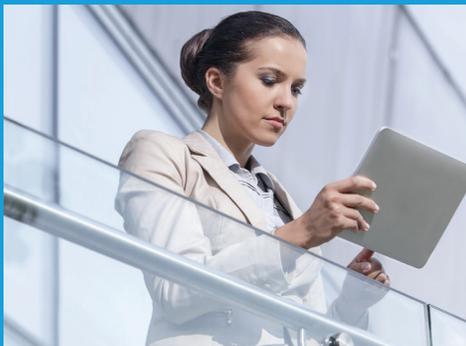
INDUSTRY: Internet Service Provider (ISP)

HEADQUARTERED: Perth, Australia



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—**MATT TOOHEY**, *Chief Information Officer, iiNet*



Perth-based iiNet began life as a pioneering Internet Service Provider (ISP) in the earliest days of dial-up connections in 1993. Twenty years later, the company is now the second largest DSL broadband provider in Australia and the leading challenger in the telecommunications market.

In the ISP industry, where customers routinely tear their hair out in frustration waiting for technical problems to be resolved, iiNet firmly places customer service at the heart of its business. In fact, the award-winning customer service is what sets iiNet apart from other telecommunications businesses. The company has achieved a Net Promoter Score – a globally-recognised survey embraced by business to measure customer satisfaction – just south of 60, which puts iiNet in the same crowd as heavyweight brands Apple and BMW.

In its mission to continually improve customer experience, iiNet conducted a four week pilot program with remote support tool LogMeIn Rescue.

iiNet Chief Information Officer Matt Toohey said, “When it comes to technical support, we know that people are looking for fast and efficient service. As we constantly seek ways to reduce the amount of time it takes to get an issue fixed, we wanted to offer customers the option of resolving technical issues through remote access.”

LogMeIn Rescue lets customer service and help-desk staff remotely access a customer's computer to carry out diagnostics and more quickly resolve technical issues. But its smarts are in its back-end integration with sales and customer relationship management systems. This is where customers can often experience the most frustration with telecommunication businesses, as they are constantly transferred to different people within the organisation and have to repeat their enquiries. However, thanks to LogMeIn Rescue, full integration with iiNet's Customer Relationship Management solution means that customers can be confident that any iiNet representative they speak to has all the background information at their fingertips.

During the pilot phase, 93 customer service representatives across four contact centres used LogMeIn Rescue to resolve technical issues – and the results were an overwhelming success.

Toohey said, “It is much easier to resolve technical issues when we can access a customer's computer, rather than having to describe what icons to click over the phone. Customers can now just sit back and watch our IT experts go to work, which drastically reduces the call time when compared to the traditional talk and walk through method.”

LogMeIn Rescue also helps iiNet staff keep true to its customer charter by putting them in the customer's shoes and telling them only what they need to know, without the complicated techno-babble. According to a survey



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conducted amongst iiNet's customer service representatives, nine in ten believed LogMeIn Rescue made it easier to resolve customer issues.

Furthermore, iiNet staff saved an average of 10 minutes per session. With every minute of a customer service representative's time pegged at \$1.10, it's very easy to see how LogMeIn Rescue could help customer staff work more productively and save iiNet money in the long run.

Due to the success of the pilot program, LogMeIn Rescue was rapidly rolled out across all iiNet contact centres in Melbourne, Canberra, Adelaide, Perth, Auckland and South Africa. To ensure the customer service team achieved the best results out of LogMeIn, iiNet also developed e-Learning modules to train staff.

Naturally, there were some iiNet customers who were at first reluctant about letting support staff perform the fixes remotely, however, as they become more familiar with the security safeguards built into LogMeIn, there has been growing acceptance. iiNet's remote support has been of great benefit to customers who indicated they are time poor, providing faster technical support and particularly helpful for elderly customers who just want a simple, no-fuss solution to their technical problems.

"LogMeIn Rescue is a key tool in iiNet's customer service arsenal. We know that customers who have their technical issues resolved through remote support rank a higher Net Promoter Score, than those that don't. It's that simple," said Toohey.

TODAY, THERE ARE OVER 2,700 IINET CUSTOMER SERVICE REPRESENTATIVES USING LOGMEIN RESCUE TO SOLVE MORE ISSUES, MORE QUICKLY.

