

# CASE STUDY

LogMeIn  
 Rescue

# A BETTER CUSTOMER EXPERIENCE WITH INTEGRATED SUPPORT.

## LEADING THE CONVERGENCE OF TODAY'S DIGITAL LIFESTYLE

Founded in 2004, Sling Media, Inc. is a different kind of consumer electronics company. The company strives to demystify the convergence of video, audio and Internet technologies to enable access to content from any location of your choosing, today. Sling Media's first product, the internationally acclaimed, Emmy award-winning Slingbox®, has transformed the television consumption model. The Slingbox enables customers to watch television virtually anywhere in the world on any internet connected device.

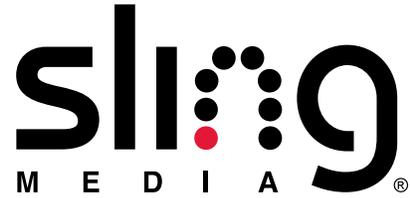
Sling Media's Customer Experience team is responsible for all inbound support requests and self-help materials. The most common challenges their customers face include trouble accessing a Slingbox device from a remote location and the initial configuration of the device and home network to properly allow for remote access to the service.

Faced with lengthy support calls, the Customer Experience team spent a lot of time trying to understand customer problems and providing solutions over the phone. William Mintun, the Senior Manager of the Sling Media Customer Experience team, reflects, "Our phone calls were extremely long because we had no way to see exactly what our customers were seeing go wrong. I knew that we needed a solid remote control solution that allow our agents to get in and see the problems for themselves."

## FASTER SUPPORT SESSIONS MAKE FOR HAPPIER CUSTOMERS

Sling Media chose LogMeIn Rescue to resolve the configuration issues with their customers' devices. Rescue's reliability was a strong selling point for Mintun, as he believed that any latency or unpredictability would introduce too much risk for his team. Sling Media also integrated Rescue's web-based chat solution into their website to improve how they receive inbound customer support requests. "Rescue chat is the only web-based contact tool used by our support organization. The combination of its effectiveness and relatively low price point quickly ruled iterative email support obsolete."

Immediately after adopting LogMeIn Rescue, Sling Media realized a substantial cut in session times and an increase in customer satisfaction. "Our most complex calls became some of our shortest because our agents are now able to configure a router or Slingbox directly, which results in less time, frustration and confusion on the customer's side of the equation," Mintun said. The integration of Rescue and Salesforce.com enabled significant improvements in Mintun's ability to measure and report on his team's performance and his customers' perception of his organization. With the integrated solution, Sling Media is now able to report on all customer contacts across phone, chat, and community support requests in one place.



## SOLUTION

Sling Media uses the LogMeIn Rescue remote support solution with web-based chat to receive inbound customer support requests and resolve configuration issues with customer devices. By integrating Rescue with their Salesforce.com CRM solution, the Customer Experience team is able to report on all customer contacts across all support channels (phone call, chat and community). This enables them to accurately tie CSAT and agent performance together within Salesforce.com, for one single point of reference.

## ABOUT LOGMEIN RESCUE

LogMeIn Rescue is a leading on-demand remote support product that unites ease of use and security with cost-effective service delivery. It allows technicians to provide temporary, permission-based access to remote PCs, Macs and smartphones – without pre-installing software.

[GET AN INSTANT FREE TWO-WEEK TRIAL OF LOGMEIN RESCUE AT WWW.LOGMEINRESCUE.COM](http://www.logmeinrescue.com)