

# LINKSYS



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—Tarik Mahmoud, Senior Manager of eSupport and Service Technology

## Linksys enhances award-winning technical support with WebEx.



### INDUSTRY

High tech

### WEBEX APPLICATIONS

WebEx Remote Support

### SUMMARY

For Linksys, the increasing complexity of the home networking environment required a robust support solution. WebEx technology helps Linksys deliver technical support to any customer, resolving more technical issues on first contact and producing higher levels of customer satisfaction. Due to the outstanding results of the company's initial roll-out of remote support, Linksys is proceeding with global deployment of WebEx Support Center Remote Support in more than 20 contact centers.

### ABOUT LINKSYS

- **Line of Business**  
Networking solutions
- **Headquarters**  
Irvine, CA
- **Number of Employees**  
700
- **Target Market**  
Home and small office users
- **WebEx Customer Since 2007**

Linksys, a division of Cisco Systems, is a leading provider of networking solutions for homes and small businesses around the world. With sales offices in more than 23 countries, the company's products include routers, switches, multimedia devices, and communications solutions for VoIP networks and VPNs. Linksys also offers award-winning technical support from more than 20 contact centers scattered across several continents.

### The Challenge

As consumers add more and more networking devices within their home environments, Linksys faces the challenge of providing effective technical support in increasingly complex situations. "Customers naturally expect us to offer products that are easy to install and use from the get-go," says Tarik Mahmoud, Senior Manager of eSupport and Service Technology at Linksys. "They want our networking devices to perform complex functions without demanding a lot of technical know-how. So when our customers encounter a problem, we need to help them solve that problem quickly so that they can get back to enjoying what our technology has to offer." Linksys had traditionally helped customers resolve these issues over the phone. But Mr. Mahmoud and his team found that the increasingly complex terrain of the home and small business networking environments required a more robust support solution.

### The Solution

Mr. Mahmoud and his team leveraged WebEx Remote Support technology to create Linksys Direct Connect (LDC), a desktop-sharing application that delivers fast remote support to any customer, no matter the customer's level of technical expertise.

"Now, when anyone calls Linksys for technical support, an agent offers them two options," Mr. Mahmoud explains. "Either the customer can let us use this new tool that accesses their computer and resolves technical issues while they watch, or we can do standard troubleshooting over the phone." By offering customers the choice between traditional phone support and Linksys Direct Connect, acceptance of the new solution has been quite high. "We let them embrace this technology rather than force it upon them," he says. "The response has been tremendous."

Linksys considered other remote support solutions, but WebEx emerged as the clear choice for a number of reasons. Besides being a fellow division of Cisco Systems, WebEx offered a flexible and reliable platform that integrates easily with a wide range of applications. "This solution adapts beautifully to many different environments," notes Mr. Mahmoud. "Customers don't need to download any special clients on their PCs in order to receive technical support. That means I can deploy WebEx remotely to anywhere, from anywhere."

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Privacy, he continues, was another concern, and again WebEx offered a compelling solution. Since Linksys Direct Connect enables customers to accept or deny agents' access at any time during a support session, customers can maintain complete control over their own systems. "In terms of offering a really effective solution that gives us easy access to desktops all over the world while putting our customers at ease, WebEx was clearly the way to go," says Mr. Mahmoud.

### The Benefits

A pilot test of Linksys Direct Connect delivered outstanding results. Not only did WebEx Remote Support technology help agents resolve more technical issues on first contact, but it also produced substantially higher levels of customer satisfaction. "During the test run, almost 90 percent of our surveyed customers told us that they preferred desktop-sharing over phone support," says Mr. Mahmoud. "Satisfaction ratings went as high as 96 percent." He recalls one support session in particular that illustrates just how comfortable this technology makes his customers feel. "I remember listening to a Linksys Direct Connect session in which the customer left to grab a cup of coffee. She told the agent to do whatever he needed to do while she was away," Mr. Mahmoud says. "That level of comfort is priceless."

Another major benefit is the reliable and flexible connectivity made possible by WebEx. For instance, Mr. Mahmoud explains, many customers call the Linksys support team for help with their routers, which often requires a router restart. "When we walk a customer through a restart, we momentarily lose our connection to their network," says Mr. Mahmoud. "The beauty of WebEx is that it reestablishes a connection with the exact same agent without causing any anxiety for the customer."

Linksys contact center agents were thrilled with the new capabilities made possible by WebEx Remote Support. During the pilot test, participating agents immediately became strong believers in the tool. "In fact," recalls Mr. Mahmoud, "the agents who were not included in the pilot started pushing to participate. Everyone was very excited about these new capabilities, and that's the kind of positive atmosphere that we like to foster in our contact centers." He notes, too, that Linksys agents report higher levels of satisfaction as a result of using Linksys Direct Connect. "This solution really empowers our agents to literally take customers' technical issues into their own hands," he says. "That alleviates a lot of tension on support calls, which in turn leads to more positive customer experiences."

WebEx Remote Support technology offers advantages beyond the home user market. Mr. Mahmoud notes that WebEx capabilities have proven helpful when offering support to small business users as well. "We sell smart switches to small businesses, which can be extraordinarily complex products to support," he notes. "By using WebEx technology with our small business clients, we've seen an increase in customer satisfaction and a 10 percent reduction in average handling time. Obviously, both agents and customers are thrilled about that."

### The Future

Given the positive results from the initial roll-out of Linksys Direct Connect, Mr. Mahmoud is understandably moving forward with worldwide deployment of WebEx Remote Support technology. "WebEx offers a global infrastructure that will help us implement this solution at all of our contact centers," says Mr. Mahmoud. "That means we can take the necessary steps to continue meeting and exceeding customer expectations."

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## HIGHLIGHTS

- WebEx Remote Support delivers fast remote support to any customer, no matter the customer's level of technical expertise.
- WebEx technology helps Linksys agents resolve more technical issues on first contact and produces substantially higher levels of customer satisfaction.
- WebEx empowers Linksys agents to take customers' technical issues into their own hands, alleviating tension on support calls and improving agents' job satisfaction.