

AppHelp helps security vendor increase ARPU with premium support



CASE STUDY

European-based security company layers its line of security applications with AppHelp support services.

EXECUTIVE SUMMARY

COMPANY NAME: Confidential

INDUSTRY: IT Security

LOCATION: Bilbao, Spain, EU

Challenge

Facing intense competition in the antivirus industry from Avira, Kaspersky, McAfee, Symantec among others, this Europe-based security company needed to provide their consumer and small business customers with a superior support experience for their line of applications including firewall applications, spam and spyware detection applications, cybercrime prevention technology, and other system management and security tools.

Solution

The security company selected AppHelp as their global support provider in April 2015. AppHelp's 10+ years' experience in delivering Consumer and SMB Premium Support, combined with its multilingual capabilities covering English, Spanish, French, Dutch, German, Swedish and Italian and proven track record in Product and Premium Services Assisted Sales made AppHelp the ideal partner to deliver on the following key objectives:

- > Provide world class Tier 1 Product and Customer Support for their suite of security products
- > Provide Assisted Sales services to new and existing customers
- > Upsell and provide a range of Premium Services aimed at increasing their activation rate and monetizing premium support within their existing customer base.
- > Deliver all of the above in a single margin positive commercial agreement

CHALLENGE

- > Facing intense competition in the antivirus industry from Kaspersky, McAfee, Symantec and more
- > Needed to offer superior support experience for their line of security applications

SOLUTION

- > Provide world class Tier 1 Product and Customer Support
- > Upsell and provide a range of Premium Services Ease of use in integrating aimed at increasing their activation rate and monetizing premium support

RESULTS

- > Delivered on all of the above in a single margin positive agreement
- > Increased revenues in excess of \$1 million from support



Results

Since launch, AppHelp has provided all sales, product and premium services support to the security company's consumers and small business users through voice, chat, and email channels.

AppHelp Agents have a catalog of software and services offering which they tailor to each customer's needs. AppHelp also handles all product renewal queries and we pro-actively drive win-back campaigns for recently expired customers.

This has helped the security company increase their revenues to in excess of \$1 million from their support teams.



CASE STUDY

ABOUT APPHELP

AppHelp delivers solutions that 'help' businesses and consumers be more successful with their adoption and use of the latest in technology and cloud services. By leveraging a unique combination of technology and human capital, AppHelp ensures customers have the support they need as they traverse the customer journey. With millions of technical support incidents solved, and decades of experience assisting people with technology, AppHelp is proud to power the technical support programs for premier brands across the globe, including Comcast, Cincinnati Bell, Bell, ADAR, Inc., Rogers, Telus, Windstream, Virgin Media, Panda Security and more.

Contact an AppHelp sales representative by emailing apphelp.sales@appdirect.com or visit www.apphelp.com.