[+] opinionlab.
feedback anytime, anywhere™

customer snapshot: symantec

company

Symantec helps consumers and organizations secure and manage their information-driven world. Founded in 1982 by visionary computer scientists, Symantec has evolved to become one of the world's largest software companies with more than 18,500 employees in more than 50 countries. Symantec provides security, storage and systems management solutions to help customers secure and manage their information-driven world against more risks at more points, more completely and efficiently than any other company.

challenge

Facing millions of customer interactions each month, Symantec needed customer feedback technology to add insight and context to the torrent of data coming from its other digital analytics tools. But the tumult created by changes in ownership left few resources available to build and manage a comprehensive feedback program in-house. The company turned to the vendor community to find a best-in-class feedback solution for its digital properties.

solution

Symantec chose OpinionLab's Digital Feedback Management solution and went live on the Norton US eStore in mid-2011. Since then, the feedback program has expanded and now encompasses 20+ sites and countries in 12 different languages, generating over 5000 responses per month. The hovering [+] sign is now a fixture across Symantec's digital properties, enabling the organization to capture real-time feedback at key moments of truth and receive pinpoint alerts designed to help the company react to customers in distress. Feedback emerging from OpinionLab's Comment Cards is also integrated into a plethora of other customer insight and decision support systems, including web analytics, multivariate testing, marketing automation, and session replay.

results

Symantec has seen major return on its investment in the form of two very tangible sets of benefits. First, OpinionLab's real-time alerts have helped the company identify and repair major onsite glitches that, if left undiagnosed, would have spread to negatively impact overall site conversion. Examples of this real-time diagnosis and repair include: fixing a browser plug-in that was conflicting with eStore checkout functionality; repairing a broken download experience before it affected a critical mass of customers; and fixing a global traffic routing problem that would have incorrectly routed all international visitors to the US site.

Additionally, Symantec has integrated customer feedback deep into key enterprise workflows. They have introduced closed loop processes, whereby support and QA teams are constantly ready to follow-up and remedy website and user issues identified through real-time feedback. Moreover, customer feedback is now being leveraged at the leadership level to influence and guide Symantec's strategic decision making.

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> ✓ Symantec. "There is no clearer or more timely stream of customer insight than direct feedback from customers in real-time, and that's exactly what OpinionLab delivers." ~James Niehaus - Director of Optimization and Web Analytics