



Kaspersky Lab Boosts Average RPV by 23% with Intelligent Live Chat

Background

For more than 20 years, Kaspersky Lab has transformed its deep threat intelligence and security expertise into next-generation security solutions and services that protect businesses, critical infrastructure, governments, and consumers around the globe. Kaspersky Lab's award-winning technologies protect more than 400 million users. In the consumer unit, the online customer retention sales team is responsible for reducing churn, increasing customer lifetime value (LTV), and ensuring a positive online experience.

Challenge

The sales team needed to improve visitor engagement on the site, especially for its new product, Kaspersky Security Cloud. This included better educating customers on the value of adaptive cloud technology—difficult to do with only static page content and video. In addition, the sales team wanted to encourage customers to purchase higher-tier products and commit to multiple years of protection.

Intelligent live chat was a logical solution for these challenges. Kaspersky Lab has successfully worked with MarketLinc for several years to improve conversion metrics and has realized a 23% lift in revenue per visitor (RPV).

“Potential customers needed to see the value of our new product, Kaspersky Security Cloud. We had to more effectively demonstrate the importance of this adaptive technology in order to better serve customers and meet sales objectives.”

— WILLIAM SINAGRA, SR. DIRECTOR OF ONLINE SALES, NORTH AMERICA, KASPERSKY LAB



Industry

Computer & Business Software

Business

Internet Security and Threat-Management Solutions

Results

23%

lift in average revenue per visitor (RPV)

10%

lift in customer lifetime value (LTV)

“We've seen a 23% lift in RPV and a 10% lift in LTV because MarketLinc agents provide a positive shopping experience and are adept at encouraging customers to purchase multi-year, top-tier protection.”



The Solution – MarketLinc’s Intelligent Live Chat

Kaspersky Lab continued its successful use of MarketLinc’s intelligent live chat solution because it:

- ✔ Improved engagement to convert visitors to customers and boost repeat business.
- ✔ Helped customers more easily understand the value of a new security cloud product.
- ✔ Increased RPV & LTV by encouraging customers to buy top-tier, multi-year protection.
- ✔ Offered reliable, scalable technology backed by proactive, helpful service and support.
- ✔ Operated on a pay-for-performance model that was cost-effective and practical.
- ✔ Included a fully managed turnkey end-to-end solution.



Highlights and Value-Added Benefits

23% Lift in RPV and 10% Lift in LTV

MarketLinc agents helped customers understand the importance of purchasing multi-year, top-tier security protection for their home or business use. As a result, Kaspersky Lab realized a significant improvement in key conversion metrics.

Educating Customers on New Products

Kaspersky Lab needed to communicate the benefits of Kaspersky Security Cloud, the company’s latest product. With MarketLinc’s live chat, customers can ask specific questions and more clearly see how this adaptive technology addresses their specific security needs. In addition, information from MarketLinc agents helps Kaspersky Lab target their product merchandising to better resonate with customers.

“We receive tremendous support from our account team at MarketLinc. They’re proactive in sharing new strategies to grow our business. Plus, they take the time to understand both our company and products. Superior service and innovative technology—MarketLinc has both.”

Canary in the Coal Mine

MarketLinc agents are on the front line with visitors and customers, allowing them to provide timely feedback to Kaspersky Lab. The company can more quickly respond to site issues, answer questions, and direct customers to the proper resources.

Expanding the Use of Live Chat

Moving forward, Kaspersky Lab will use MarketLinc’s live chat to educate existing customers on the value of upgrading their protection to Kaspersky Security Cloud. The company will continue to assist its small-business customers with live chat and plans to offer this service to its Canadian customers, as well.

With 30 years’ experience and a proven track record, MarketLinc helps organizations capture up to 20% more revenue from existing website traffic.

The MarketLinc Intelligent Live Chat solution provides proactive, live sales assistance to visitors before they abandon. The result: higher conversion rates, better customer experiences and maximized ROI.

Our fully managed service includes the technology, people, methodologies and expertise to ensure our clients achieve a best in class chat program from day one.

Our service requires no upfront budget and our clients only pay us after we deliver incremental revenue. That’s our guarantee.

MarketLinc

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