Walking the Walk:

Why CX Matters More Today Than Ever

Marc van Zadelhoff Chief Operating Officer, LogMeIn

#CXNEXT

CX is a **boardroom issue**

#CXNEXT

$1.6T

Lost each year

$1.6T Opportunity

#CXNEXT

LogMeIn

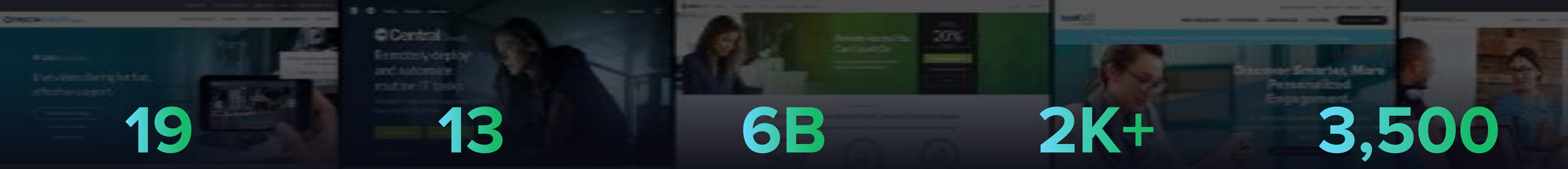
19 brands

13 web properties

6B interactions

2K+ code releases

3,500 employees



19 brands

13 web properties

6B interactions

2K+ code releases

3,500 employees

GoToTraining

Pro by LogMeIn

Central by LogMeIn

JIVE

GoToMyPC

GoToMeeting by LogMeIn

Rescue by LogMeIn

GoToWebinar by LogMeIn

GoToAssist

join.me

Grasshopper

bold360 by LogMeIn

LastPass by LogMeIn

North America
Global
Data lake
Data science
House of brands
Branded house
Detractors
Promoters
Change
Direct sale
Channel expansion
Churn
Retention
Fragmented systems
Unified system of record

Data lake

↓

Data science

North America focus

↓

Global focus

Direct sale

↓

Channel expansion

Churn

↓

Retention

House of brands

↓

Branded house

Detractors

↓

Promoters

Fragmented systems

↓

Unified system of record

Understand

Listen

Interact

#CXNEXT

INTENT DATA
USER BEHAVIOR
PURCHASE HISTORY
Data Science
SUPPORT INTERACTIONS
NPS
BILLING DATA
PRODUCT USAGE
FIRMOGRAPHIC DATA

Data
Science
Insight
INTENT DATA
USER BEHAVIOR
PURCHASE HISTORY
SUPPORT INTERACTIONS
NPS
BILLING DATA
PRODUCT USAGE
FIRMOGRAPHIC DATA

Data
Science

XYZ CORP

WEEKLY HEALTH SCORE

ALERT: At Risk

ABC COMPANY

WEEKLY HEALTH SCORE

#CXNEXT

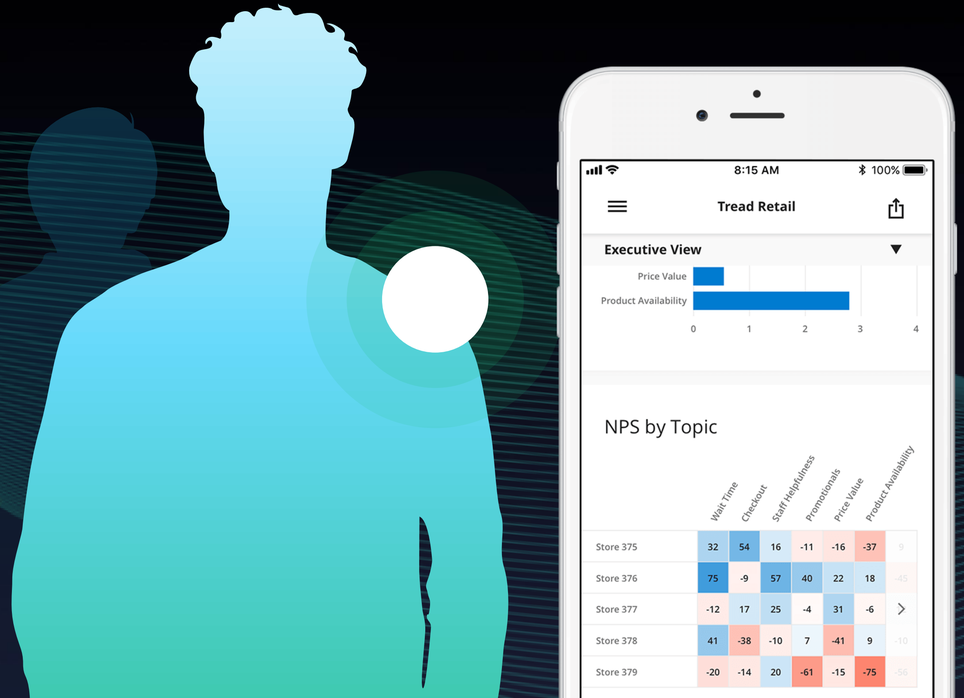
Voice of the **Customer**

1 Survey

2 Engage

3 Own

The context behind **the numbers**



#CXNEXT

Interact
Support Customer Interactions with AI
bold360
by LogMeIn
Bold360
Welcome, I'm the Bold360 chatbot. Please ask me anything or pick from one of the following...
Why should my business leverage AI?
Do you have a video of Bold360 ai?
How can I contact support?

Interact
Support Customer Interactions with AI
Grasshopper
A business phone system in your hand.
Grasshopper is easy to use, and has tons of great features for any small business owner.
Pick a custom number »
How Grasshopper helps
SEPARATE WORK AND PERSONAL
LOOK AND SOUND PROFESSIONAL
Have a Question?
Hey there, I'm Gary, Grasshopper's helpful neighborhood assistant!
So you're checking out Grasshopper - a cloud based virtual phone system for small businesses.
Do you want me to quickly explain what Grasshopper is (Select one of the options below)?
Yes, please explain!
No, I'm all set
Type your question here

Understand

Listen

Interact

#CXNEXT

Why **CXNext?**

#CXNEXT

CUSTOMERBLISS
Jeanne Bliss
tsia
TECHNOLOGY
SERVICES
INDUSTRY
ASSOCIATION
John Ragsdale
TOPBOTS
Mariya Yao
LogMeIn
Paddy Srinivasan