

SUCCESS STORY

Webroot



Webroot engages with shoppers on retail sites and strengthens brand reputation using Bazaarvoice Connections

Shoppers have plenty of options when choosing what products to buy on retail sites. To stand out from competitors in the digital aisle, many successful brands reach out to online customers and help guide their purchasing decision. Webroot, an internet security software provider for consumers and businesses, helps differentiate itself by connecting with retail channel shoppers at critical moments.

Consumers reward brands that engage with them, and Webroot uses Bazaarvoice Connections to facilitate those interactions. Connections lets the brand answer customer questions and respond to reviews on retail sites across the Bazaarvoice Network. This gives Webroot a powerful way to address customers at scale, beyond just a one-on-one interaction, and shows future customers who see the brand's responses that the company cares.

"We're a customer-focused organization and really pride ourselves on building strong relationships with consumers wherever they are. Sharing their feedback with other shoppers and having a conversation with them online is an impactful way to do this. Consumers deciding between us and the competitors see that it's not just about award-winning cybersecurity protection, but also our service and our focus on users of our technology," said Drew Frey, Community and Advocacy Manager at Webroot.

AT A GLANCE

Challenge

Stand out from competitors on retail sites and connect with in-channel customers

Solution

Use Bazaarvoice Connections to respond to reviews and answer shoppers' questions

Benefit

Allows the brand to engage directly with customers at scale, and showcases the company's customer-focus.

Featured Solutions



**Bazaarvoice
Ratings & Reviews**



**Bazaarvoice
Connections**



Anyone who sees our responses knows we take them seriously and take action appropriately, which drives consumer confidence in our products and in Webroot as a whole.

Anna Kim

Senior Advocate Programs Manager,
Webroot

CUSTOMER FEEDBACK INFORMS BUSINESS DECISIONS

No brand enjoys receiving negative reviews, but successful ones recognize the potential benefits they present. Webroot uses these reviews to identify ways to continue evolving based on customer preferences and to clear any misconceptions.

"We value hearing from customers and need this constant feedback loop, whether it's negative or positive, or we aren't going to get better. We monitor these comments daily, and if we see any concerning trends, we share that with the rest of the team internally," said Frey.

PROVIDING POSITIVE EXPERIENCES BY RESPONDING TO REVIEWS

Not only do these reviews surface improvement opportunities, the brand's responses to them can increase sales. **Across more than 38,000 reviews on retail sites, Webroot has responded to 70% of low-rated reviews.**

"We think a negative review can be a positive review if there's a response. Anyone who sees our responses knows we take them seriously and take action appropriately, which drives consumer confidence in our products and in Webroot as a whole," said Anna Kim,

Senior Advocate Programs Manager at Webroot.

Nearly half of shoppers see brands that respond to customers more favorably. In fact, a shopper's willingness to purchase a product with a negative review doubles when seeing a brand's response versus a negative review by itself. (Source: Wakefield Research Consumer Survey)



BEST PRODUCT EVER.



Best product ever. Easy to use. Speedy scan. Always effective. Never had any problems.

Product reviewed: SecureAnywhere AntiVirus
Reviewed by: adrian on 08/6/2018 7:11:12 AM



WEBROOT



Happy so far. But I am 77 years old so what do I know? My grandson recommended WEBROOT and I just renewed it!!! So far, so good!!

Product reviewed: SecureAnywhere Internet Security Plus
Reviewed by: PattyCake123 on 07/30/2018 11:44:19 AM



INCREASED COMPUTER PERFORMANCE



I have used another anti-virus for years. I changed to WebRoot because of price and experienced a huge increase in speed. It went from a 5 minute boot to 1 minute boot. Also seems fine.

Product reviewed: SecureAnywhere Internet Security Complete
Reviewed by: JavaDoo on 08/2/2018 7:07:09 PM

HUMANIZING THE BRAND AND OPERATIONALIZING INTERACTION

Connections makes it easy for Webroot to monitor questions and reviews. The content submitted on retail sites is collected into a single portal, meaning Webroot can access all of it in one place, rather than tracking down every question and review individually on dozens of retail sites.

This increases the company's efficiency, and lets the company spend more time on providing high-quality responses.

"If the content from the retail sites wasn't centralized on one platform, it would be very difficult to handle each question and review individually. Convenience and ease-of-management are big reasons we're able to stay on top of customer feedback and ensure our dedicated representatives humanize their customer communications," Kim said.

By connecting with customers, Webroot maintains its edge.

"It's our responsibility from the top of the company down to be responsive to shoppers' questions and reviews. Someone who is vetting us against another brand sees that we interact with our customers, and that's a big competitive advantage."



We're a customer-focused organization and really pride ourselves on building strong relationships with consumers wherever they are.

Drew Frey

Community and Advocacy Manager
Webroot

WEBROOT®

COMPANY PROFILE

Software

CLIENT SINCE

2009

ABOUT THE COMPANY

Webroot provides full-scale internet security software for businesses and individuals worldwide.

bazaarvoice®

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