NortonLifeLock™

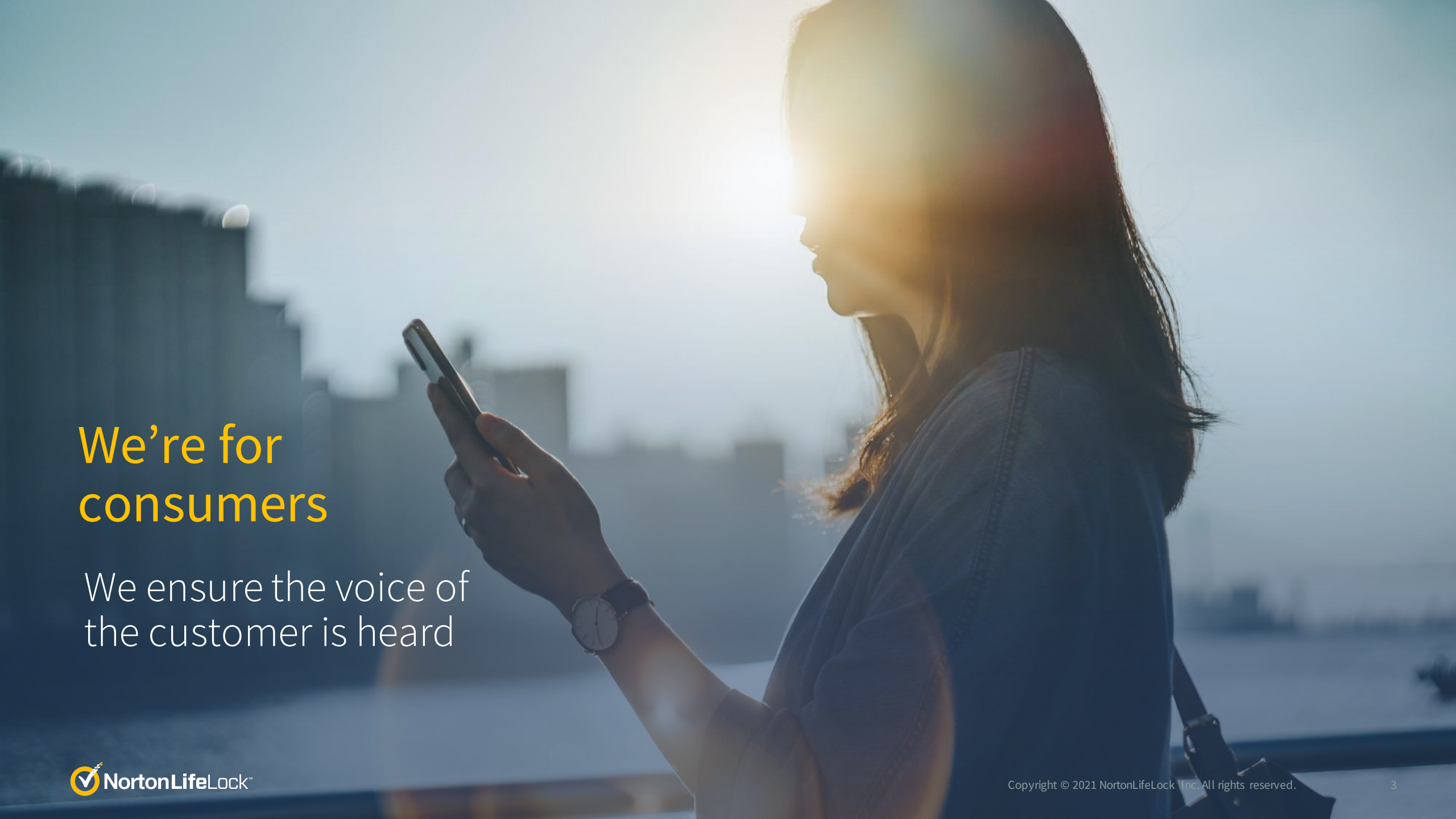
2021 INVESTOR DAY

Transforming for Growth

Happy Customers

PATRICK SCHWIND

HEAD OF CUSTOMER EXPERIENCE



We’re for consumers

We ensure the voice of the customer is heard

NortonLifeLock™

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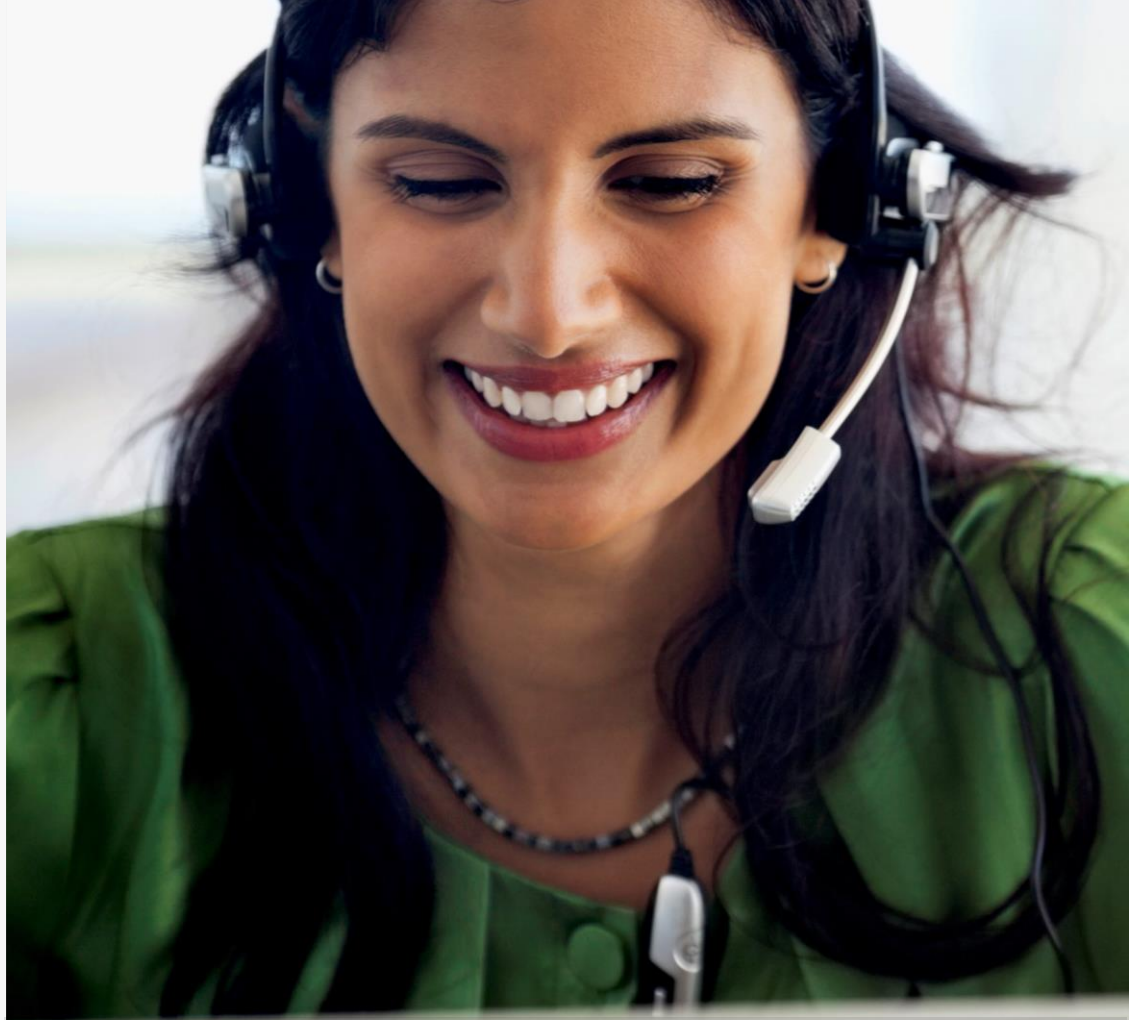
Award-winning service

Largest global consumer Cyber Safety services department

GLOBAL FOOTPRINT



Achievement in Sales Generation

Customer Service Team of the Year

Achievement in Backend Operations

Brazilian Customer Experience Award

Powered by Agnostic & Agile Technologies

9M chats/calls annually

30M online self-help sessions annually

3K Service agents

24/7 availability

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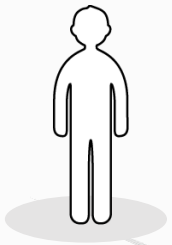
The customer journey

We draw strength from our expertise



I know of and trust NortonLifeLock

I BUY

We make it easy for customers to do business with us through our direct sales channels.

I SET UP

We support our customers through the onboarding journey via an extensive online support portal and 24/7 access to experts.

I USE

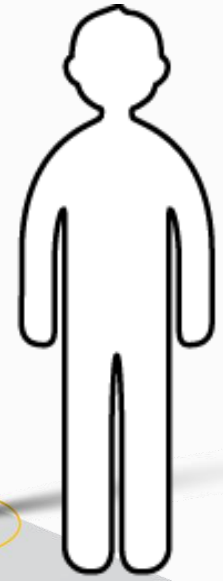
Our services & support handle 9M cases per year, each one focused on resolving customer issues and maximizing value.

I GROW

We help consumers understand their evolving Cyber Safety needs.

I RENEW

We leave consumers with the best impression possible so they trust us to renew.



> "I have complete confidence in all my products and services from NortonLifeLock… Anytime I've needed customer service, I've always had my issues addressed professionally. I leave feeling like a valued customer."
>
> *– Duran, United States, 2020*

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We’re for upholding **TRUST**

Our Customer Service Teams are…

Empowered and enabled through technology to **resolve** customer issues

Empathetic to customers and their vulnerability

Resolution **83%*** + Empathy **80%****

Growing customer relationships through every interaction

*All services score - resolution % , post contact survey, 2020
**All services score – empathy (% of 8,9,10 scores), post contact survey, 2020

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We're for consumers

We ensure the voice of the consumer is heard

We listen. We act. We create value.

SUCCESS STORIES

01
Domestic Support Japan

"Most companies provide non-native support… I was relieved that Norton provided native Japanese speaking support."
– Sato, Japan, 2020 ★★★★★

02
Computer Tune-Up

"My computer was running slow, I contacted Norton and spoke with a tech support who spent at least an hour going through my computer cleaning and fixing. My computer was like new again!"
– Little, United States, 2020 ★★★★★

03
Privacy Monitor Assistant

"Having NortonLifeLock always there helping protect my privacy , it's so trustworthy."
– Zeller, United States, 2020 ★★★★★

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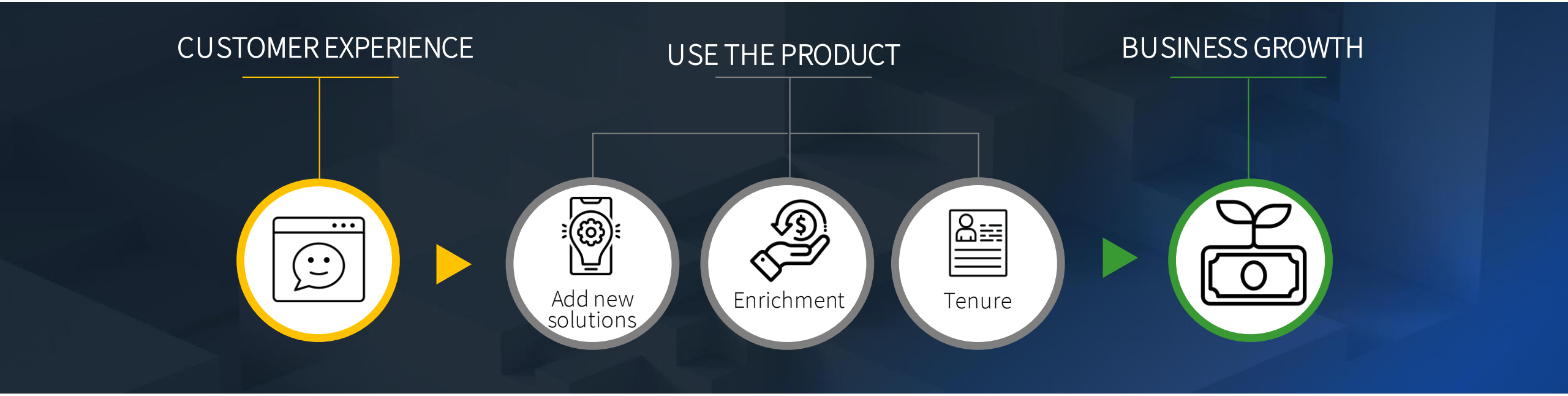
We’re for experience

We embrace end-to-end customer experience



NPS SCORE BENCHMARKS

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We are…

a company that **LISTENS, ACTS**, and puts customers first

the **BRAND** you **TRUST** and remain with through the entire Cyber Safety journey

scalable to layer in new products and new markets quickly, using **LEADING TECHNOLOGY**

a **WORLD-CLASS** support business that is award-winning and a true difference-maker to our customers

the **PIONEERS**. We know the threat landscape. We **KNOW CYBER SAFETY**.

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