

asurion

Success Story:

Asurion

How Asurion delivers top-tier consumer tech support with LogMeIn Rescue

Asurion is a global technology protection and support company helping consumers get the most out of their devices. From troubleshooting smartphones to recovering critical files, Asurion's engineering operations team is on the front lines of consumer tech support.



"LogMeIn Rescue has been significantly helpful to our customer experience from a technology perspective. Often, companies tend to focus on the technology response or how we support our customers and forget about the customer experience itself. We've increased our NPS customer service survey results by 8% since implementing Rescue."

BJ BASKERVILLE

Director of Engineering Operations, Asurion



Challenge

Supporting consumers with technology issues presents a unique challenge: the people who need help most are often the least equipped to describe what's going wrong. Asurion's support teams frequently works with customers who lack the technical vocabulary to explain the problem they are experiencing, making remote support slow, frustrating, and prone to misdiagnosis.

Relying on verbal descriptions meant technicians spent valuable time trying to understand an issue before they could begin to resolve it. For a company whose core promise is fast, effective tech support, this friction threatened productivity and the customer experience. Asurion needed a way to see what the customer sees, without the burden on the customer to explain.

"Get Rescue, use it, take advantage of it. If you're trying to elevate your business, your customer service, and your support department's technology — definitely utilize it."

BJ BASKERVILLE

Director of Engineering Operations



Solution

Asurion deployed LogMeIn Rescue to give its technicians a direct visual connection to the customer's device. Rather than depending on descriptions, support staff could remotely access a customer's system and see the issue firsthand, as if they were sitting right in front of the device.

The seamlessness of the connection was a standout. Rescue's session quality meant the experience didn't feel like a remote session at all. Technicians could navigate, diagnose, and resolve issues with the full clarity of a direct login — dramatically reducing the time spent interpreting problems and increasing the team's confidence in every interaction.

Asurion also valued LogMeIn's ongoing commitment to product improvement. BJ Baskerville stated: "The Rescue roadmap reflected direct customer feedback, and the team saw continuous enhancements in connection clarity and performance over time, reinforcing their confidence in the platform as a long-term partner."



Results

Since adopting LogMeIn Rescue, Asurion improved its customer satisfaction scores by 8% and now consistently operates at a 98% customer satisfaction rate, surpassing its internal target of 95%. Mean time to restore (MTTR) improved significantly, and team productivity rose alongside it.

The difference Rescue makes goes beyond metrics. Asurion's support team regularly assists elderly customers who have little familiarity with technology. In one instance, a technician was asked to help a woman recover documents stored on her computer — files that held deep personal meaning. Unable to navigate the system herself, she had no way to explain what she needed. With Rescue, the technician connected instantly, saw exactly what she was experiencing, and retrieved what she needed. She was moved to tears.

For BJ Baskerville, that moment encapsulates exactly what Rescue enables: not just faster resolution times, but the kind of support that makes customers feel truly cared for.

Looking for secure, scalable remote support that allows your technicians to provide assistance from anywhere and for any device? Visit logmein.com to learn more.

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