



## **CenturyLink Solutions Featuring:**

CenturyLink™ Metro Ethernet Service, CenturyLink™ EZ Route Service, CenturyLink™ Hosted IVR Service, CenturyLink™ Domestic Toll Free Service

**Case Study:** LifeLock, Inc.



## Customer:

LifeLock, Inc.  
www.lifelock.com

## Business Challenge:

Hyper growth stretched the company's existing communications infrastructure to its scalability limits. Managers needed to find a tier-one vendor who could provide a comprehensive, expandable service portfolio to securely connect multiple locations and support a busy call center.

## Solution:

Managers implemented the CenturyLink™ Hosted IVR Service to link three Phoenix-area facilities. They also deployed the CenturyLink™ Domestic Toll Free Service along with three call center solutions: the CenturyLink™ EZ Route Service, the CenturyLink™ Hosted IVR Service and the CenturyLink™ Notify service.

## Benefits and Results:\*

- Economical, scalable and reliable data bandwidth to three metro sites
  - QMOE serves as backbone for voice over Internet protocol (VoIP) phone system
- Toll free service delivered at competitive rates for 964,000 minutes per month of usage
- Cloud-based, scalable Hosted IVR services:
  - Were deemed more economical than building support infrastructure internally
  - Liberate IT staff from administrative duties to focus on critical projects
  - Are PCI-compliant to satisfy customer data security needs
- Call center agent efficiency boost
  - IVR & EZ Route detailed real-time and historical statistics contributed to business improvements that have achieved agent productivity gains

\*These results are unique to this entity and should not be considered an indication of the amount of savings or improvements, if any, that may be realized by any other entity subscribing to comparable services.

## LifeLock, Inc.

Identity theft is a continuing concern among consumers given the consequences they suffer following such an event. For example, an Identity Theft Resource Center 2008 survey reports that victims spent an average of 58 to 165 hours to repair the damage to their credit.

Entrepreneur Todd Davis recognized this trend and founded LifeLock Inc. in 2005 to proactively combat identity theft. Since that time, the Tempe, Arizona firm has grown quickly, equipping multiple facilities in the city to service over a million customers across the United States, Puerto Rico and the U.S. Virgin Islands.

A cornerstone of identity theft prevention is timely education of customers. In addition to e-mail alerts and newsletters, the firm maintains a large call center which processes tens of thousands of calls every month.



## Facing the Challenges

Soon after welcoming its millionth member, LifeLock's communications infrastructure reached its scalability limit. "We couldn't allow that to be a gating factor on how successful the company was going to be," said Todd Davis, founder and CEO for LifeLock.

Scalability, however, wasn't Davis' only consideration. "We deal with sensitive customer information every day, so it was vital that any call center solution we considered be ISO 27001 and PCI level 1 compliant," said Davis. "These rigorous security standards apply to how we contact our members as well as data we collect from them."

Rounding out the IT team's requirements list was reliability. "LifeLock operates 24/7 and our employees need constant access to our centralized data or our customer service will suffer accordingly," said Davis. "We chose Qwest because we felt they could deliver not only the speeds and feeds we wanted, but a true partner relationship to help our business thrive."

“The Qwest services have given us the scalability, reliability and security features that are essential to allow our business to grow. Their granular call-center service reporting capabilities were a key reason we’ve been able to dramatically improve the efficiency of our call agents.”

—Todd Davis, Founder and CEO, LifeLock, Inc.

## Providing a Successful Solution

The LifeLock technical team worked with CenturyLink specialists to install primary and backup CenturyLink™ Metro Ethernet Service circuits (six total) to three Phoenix sites. These included the headquarters building, a call center and a collocation facility hosting backup data center infrastructure.

The circuits allow employees to access centralized applications at the firm’s production data center. As a gold-certified Cisco partner, CenturyLink also provided Cisco 3700 Series Multiservice Access Routers at each site. These support QMOE services as well as a 10 Mbps CenturyLink™ High-Speed Internet service connection. A Cisco IP telephony solution utilizes the QMOE circuits to support VoIP communications.

Additionally, managers implemented the CenturyLink™ Domestic Toll Free Service across the enterprise. The service supports about 280 LifeLock-owned toll free numbers that utilize about 964,462 minutes per month spread across approximately 80,000 calls.

LifeLock’s call center deployed the CenturyLink™ EZ Route Service, the CenturyLink™ Hosted IVR Service and the CenturyLink™ Notify service.

## Delivering Results\*

### Economical Services That Deliver Business Value

“Qwest was very competitive in terms of price and especially in the level of service they provide,” said Davis.

At the firm’s call center, the CenturyLink Hosted IVR and EZ Route reporting capabilities unearthed a goldmine of information. “Now we have access to incredibly detailed real-time and historical reports,” said Davis. “We’ve used the statistics to improve our call agent efficiency.”

Another advantage of the call center hosted services is that they are cloud-based and PCI-compliant services. Hence, LifeLock IT staffers are freed from the administrative and maintenance burden associated with the hardware/software of an in-house solution. “That allows us to focus on our core competencies while meeting our need for the secure handling of customer information,” said Davis.

### Reliability and Scalability

CenturyLink’s emphasis on redundant architectures provides the high level of availability to corporate applications and customer data that employees need. LifeLock further bolstered redundancy by assigning two QMOE circuits to each Phoenix facility.

As the company grows, managers can scale the QMOE service up to 1 Gbps capacity. Moreover, because the CenturyLink Hosted IVR service is sold on a per-port basis, IT planners can ramp up, or down, as business or seasonal conditions require.

“The Qwest services replaced a maxed out network with one that’s scalable and secure,” said Davis. “Getting there was critically important to ensure the continued growth of our company.”

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