



***Transform your Business  
with  
Customer-Focused Design and Innovation***

**Bruce Haldane**

Vice President

Customer Experience & Product Management

AVG Technologies

# Relationships





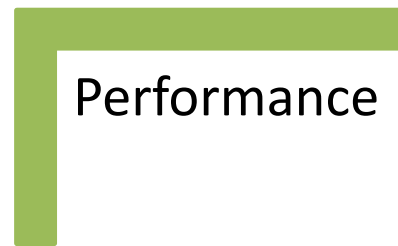
Attraction



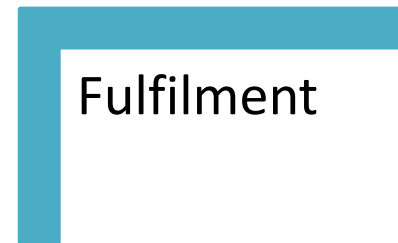
Promise



Belief



Performance



Fulfilment

# Attraction



# Attraction



The screenshot displays the AVG website homepage. At the top, there's a navigation bar with links like 'Get Protection', 'Support Center', 'About us', and 'My Account'. Below this is a main banner for 'AVG Internet Security 2011' with a large 'DOWNLOAD AND TRY NOW' button. The banner includes text: 'People who know security recommend AVG', 'Ranked #1 in threat detection by independent testing labs', and 'One of the fastest scanning speeds available'. Below the banner are three smaller promotional boxes for 'AVG Internet Security 2011', 'AVG Family Safety', and 'AVG LiveKive'. The main content area is divided into three columns: 'BUSINESS SECURITY', 'HOME SECURITY', and 'EXISTING CUSTOMERS'. Each column has a brief description of the product and links to 'Buy Now' or 'Download free trial'. Below this is a section for 'AVG Mobilation™ for Android' with a 'DOWNLOAD NOW' button. The footer area contains 'PRESS RELEASES & NEWS', 'POPULAR LINKS', 'AVG PC TUNEUP 2011', 'RESELLER PROGRAM', and 'AWARDS'. The 'AWARDS' section features several award logos and text stating 'AVG has won many awards for its speed, ingenuity and ease of use over the past decade. Here are just a few of them: View more awards'. The 'CONNECT WITH US' section at the bottom right shows social media icons for Facebook, Twitter, RSS, YouTube, LinkedIn, and Google+.

United States | [Change your language](#) |

User: [bmhavg2](#) | [Log out](#)

[Get Protection](#) | [Support Center](#) | [About us](#) | [My Account](#)

[Homepage](#) | [Why AVG](#) | [Home Security](#) | [Business Security](#) | [Trial Versions](#) | [Store](#) | [Alliances](#) | [Education Security](#)

## People who know security recommend AVG

- Ranked #1 in threat detection by independent testing labs
- One of the fastest scanning speeds available

[Download and try now](#)

**AVG Internet Security 2011**  
Award winning threat protection

**NEW AVG Family Safety**  
Make sure they're safe online

**NEW AVG LiveKive™**  
Online backup, sync and share

### BUSINESS SECURITY

**AVG Internet Security Business Edition 2011**

Vital security for your small or medium-sized business. Protect your laptops, PCs, file servers and email servers, all in one easy-to-install package.

[Buy Now](#)  
[Download free trial](#)

### HOME SECURITY

**AVG Internet Security 2011**

Ultimate protection for everything you do online including surfing, shopping, downloading and banking. Now featuring NEW social networking protection for popular sites like Facebook.

[Buy Now](#)  
[Download free trial](#)

### EXISTING CUSTOMERS

**Make sure you have the latest protection.**

Upgrade to our premium protection or learn more about renewal options and discounts for loyal customers.

[Renew your AVG protection](#)  
[Upgrade to latest version](#)

### AVG Mobilation™ for Android™

Now for tablets and smartphones

[Download Now](#)

### PRESS RELEASES & NEWS

[Program update AVG 2011](#)  
[AVG Technologies presents global Q1-2011 Security Threat Report](#)  
[AVG launches "AVG Family Safety" to protect today's tech-savvy but increasingly vulnerable children online](#)

[MORE](#)

### POPULAR LINKS

[What is People-Powered Protection?](#)  
[AVG Blog](#)  
[Get software updates](#)  
[AVG LinkScanner® for PC \(Mac version\)](#)  
[AVG Rescue CD](#)  
[Retrieve your License](#)  
[Business Resource Centre](#)  
[Digital Skills Study](#)

### AVG PC TUNEUP 2011

Get the most out of your PC by fixing issues affecting its performance, optimizing your Internet connection and permanently deleting files from your hard drive.

[MORE](#)

### RESELLER PROGRAM

AVG solutions are well-suited for Reseller sales. Learn more about the AVG Reseller Program and sign up today!

[MORE](#)

### AWARDS

AVG has won many awards for its speed, ingenuity and ease of use over the past decade. Here are just a few of them: [View more awards](#)

[Connect with us:](#) [Facebook](#) [Twitter](#) [RSS](#) [YouTube](#) [LinkedIn](#) [Google+](#)



# Attraction



AVG

PC Mobile Tablet Business Support

Relax with our best protection for you and your privacy

for your mobile too

be protected

AVG Internet Security 2014 Download Free Trial

Looking for free antivirus? AVG AntiVirus FREE 2014

Free Mobile Protection Protect and speed up your mobile

Get your PC back in shape Speeds up, cleans up, powers up

Your privacy. Your choice. Fix now with AVG PrivacyFix

We're already protecting 155 million active users. Join them and be secure knowing we've got it taken care of so you can get on and just be yourself.

About AVG

Company Profile  
Investor Relations  
License Agreements  
Technology Overview  
Policies  
Contact Us  
Reseller Locator  
Careers  
AVG Labs

How can we help

Antivirus Software  
Business Security  
Mobile Security  
PC Performance  
Free Online Backup  
Free Virus Removal  
Web Threats

Partner with AVG

Partners & Resellers  
Reseller Center  
AVG CloudCare™  
Affiliates  
Software Publishers

Media Center

Press Releases  
AVG Blogs  
Awards  
Customer Reviews  
Resources  
PR Contact

AVG

The only people I want to hear from are my family and friends. - Marie

Preserve your privacy

Stay protected

Locate your phone

To this News

AVG: Antivirus app is a game changer

AVG: Internet Security 2014

What's in your smartphone

Google play

AVG PrivacyFix

AVG Mobile - September 23, 2013

Install Add to Wishlist

4.6 (108)

185 Recommend this on Google

AVG PrivacyFix™

Manage privacy settings on Facebook®

Get alerts about privacy risks

Control tracking

Description

AVG PrivacyFix™ is the simple way to manage your online privacy through your mobile device. Download it now and get access to one main dashboard that quickly & easily shows you what and with whom you're sharing stuff on Facebook®, Google® and LinkedIn®. Want to change something? No problem! One simple click takes you directly to where you can fix your settings. AVG PrivacyFix also alerts you about privacy risks as you surf the web, lets you know when privacy settings are changed, and since we all use different devices, AVG PrivacyFix was designed to let you manage your privacy settings across all your devices.

Download for FREE now!

Fix Facebook you can

- Discover over 10 different settings - including some you probably don't even know about.
- Set it up to be as private as you want it to be
- Manage your crowd - don't want your posts going to all your friends but don't want to unfriend them and who stays in.
- Stay up to date - lets you know when something new needs your attention, and takes you right the
- Protect loved ones - your family members may not be as careful as you are with their privacy settings, so you can give them a hand.

For Google you can

Read more

Reviews

4.6

108

Great on Galaxy S4 Liked a lot option to unsubscribe from the ad publishers. Also worked great

Heister Marchenko

AVG PrivacyFix What a FANTASTIC SOFTWARE!! AN EASY \$100.00 - \$149.99 SOFTWARE!! AND IT'S

Michael Garver

171 people +1'd this.

Description

AVG PrivacyFix™ is the simple way to manage your online privacy through your mobile device. Download it now and get access to one main dashboard that quickly & easily shows you what and with whom you're sharing stuff on

# Promise



intelligence



stability

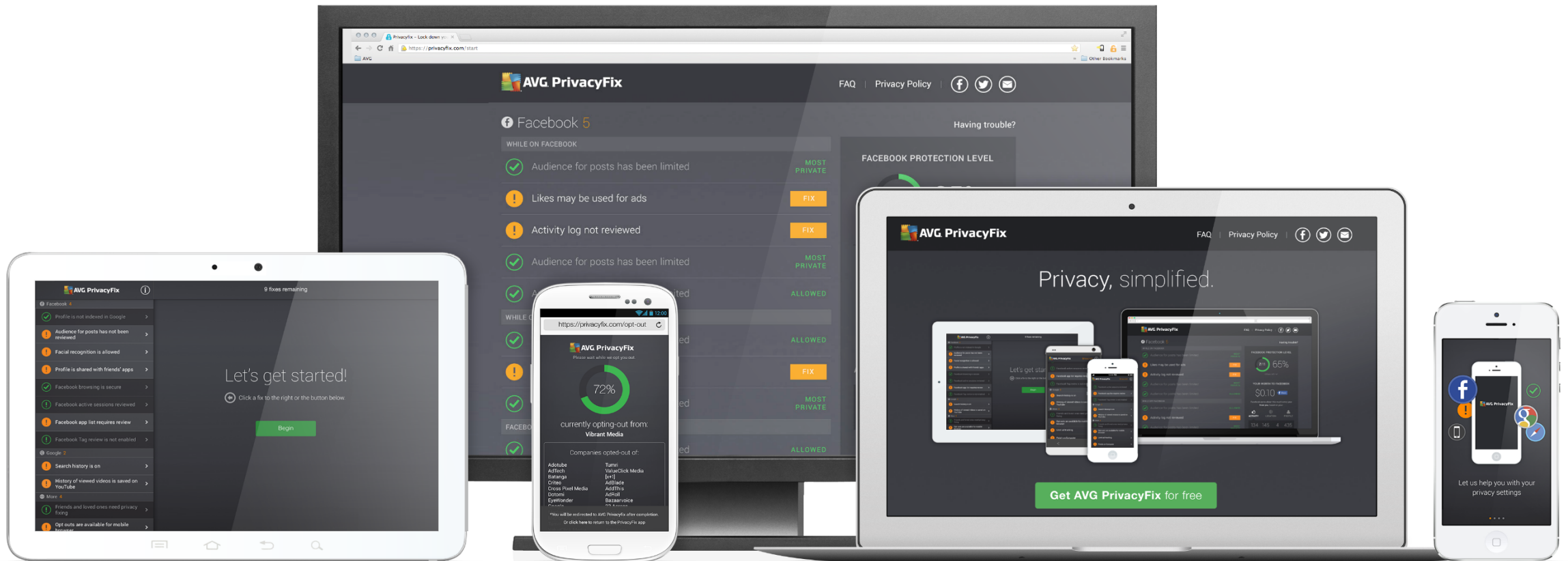


sex



all of the above

# Promise





# Belief



Family – theirs and yours



Friends– theirs and yours

# Belief

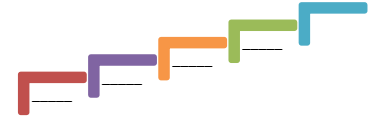


Objective recommendations



Word-of-mouth

# Performance



All about emotional impact – good vs. bad

# Performance

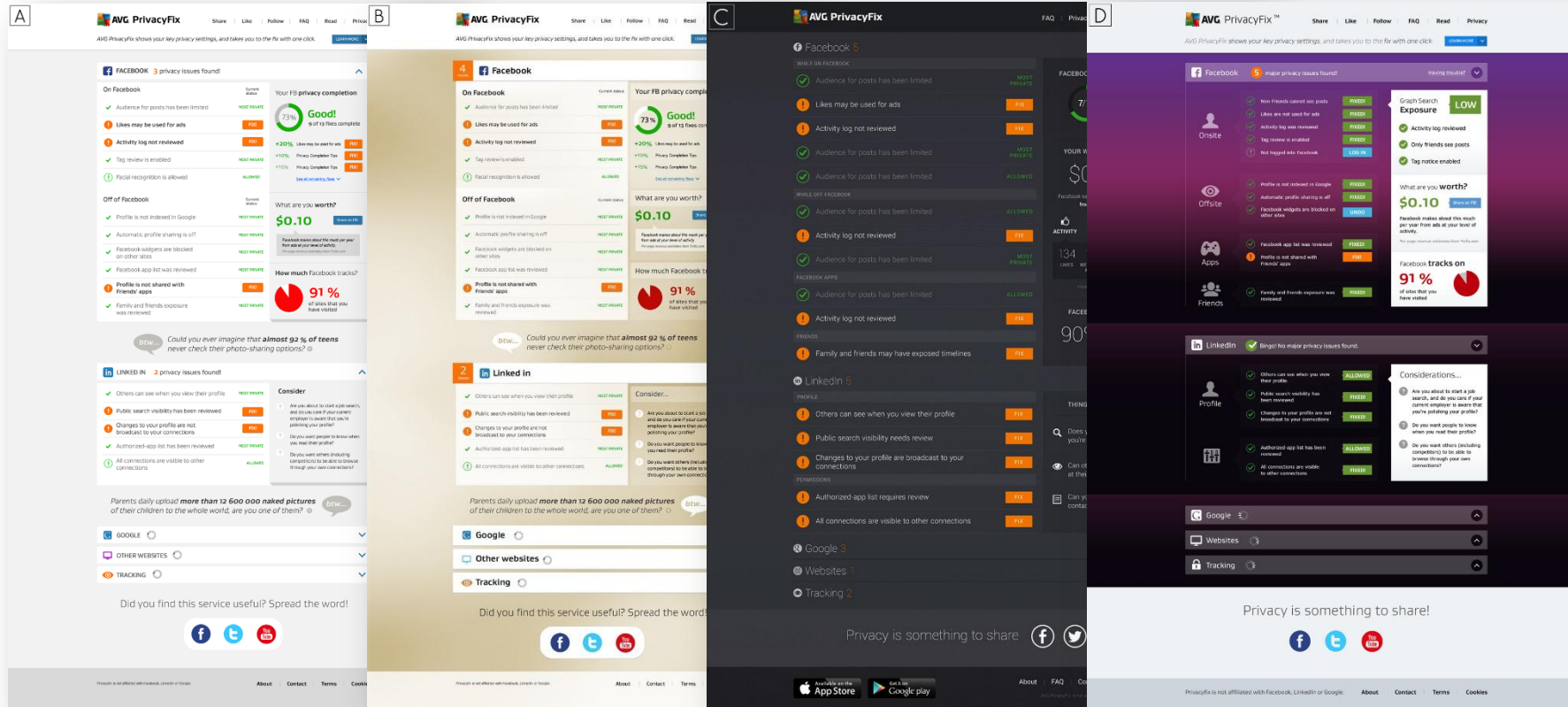


A – white

B – golden

C – black

D – violet



Q. Which is best?

A. The one that results in the right emotional responses.



# Performance

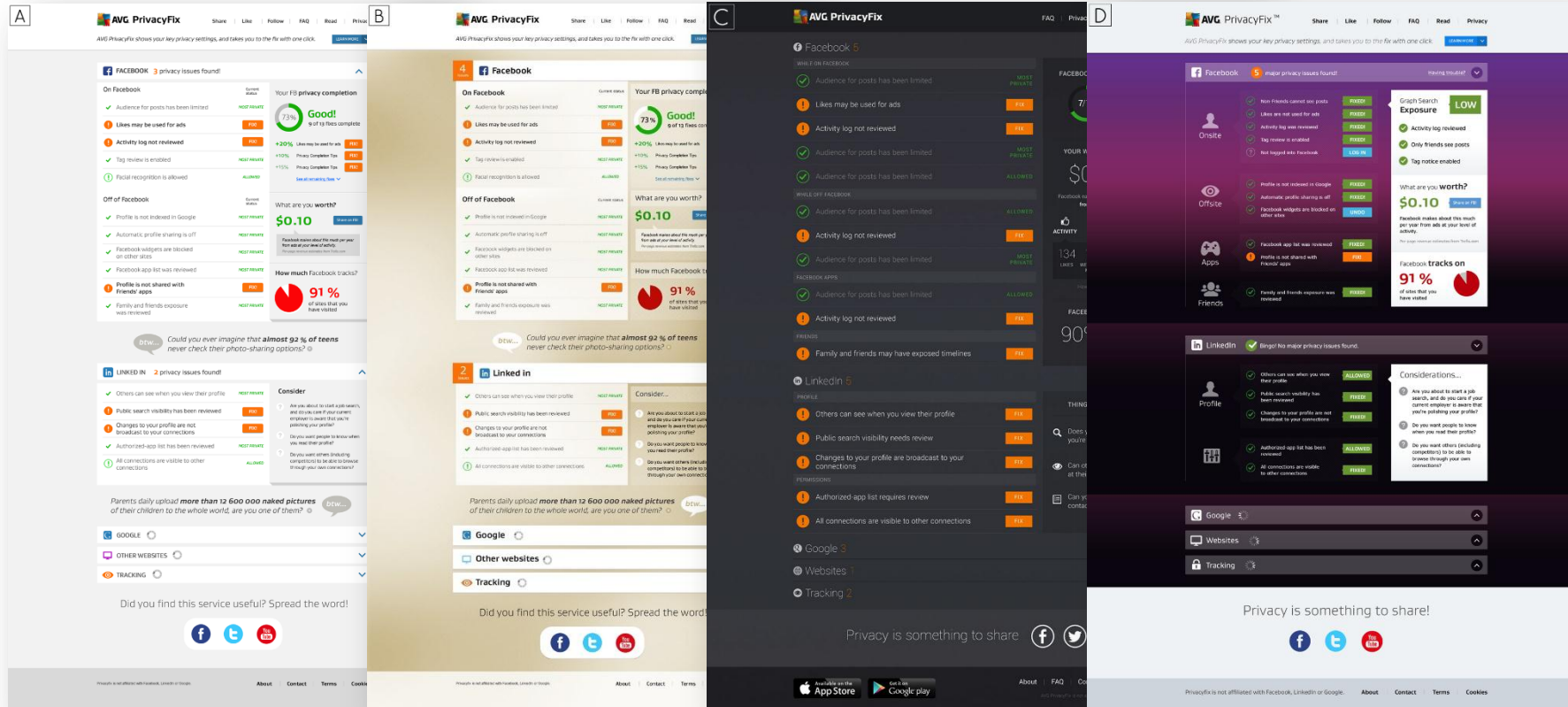


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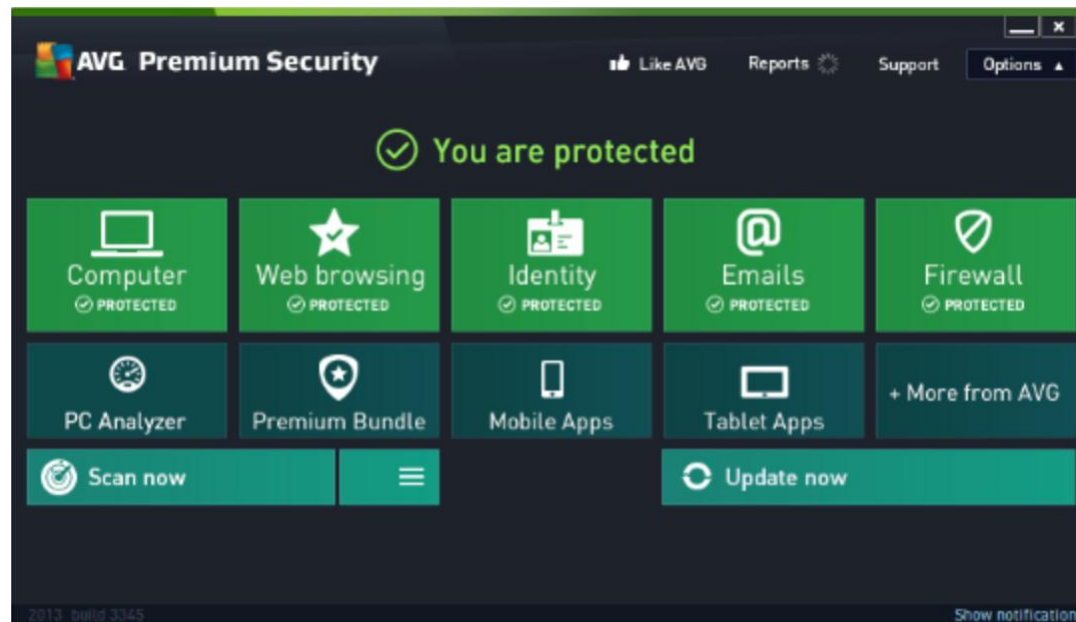


Q. Which is best?

A. The one that results in the right emotional responses.



# Performance



Deliver the promise quickly, and consistently

# Performance



Measure, learn, improve  
(build analytics into your products)

# Fulfilment



listen

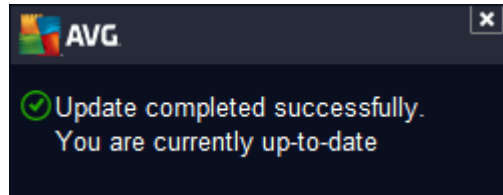


talk



support

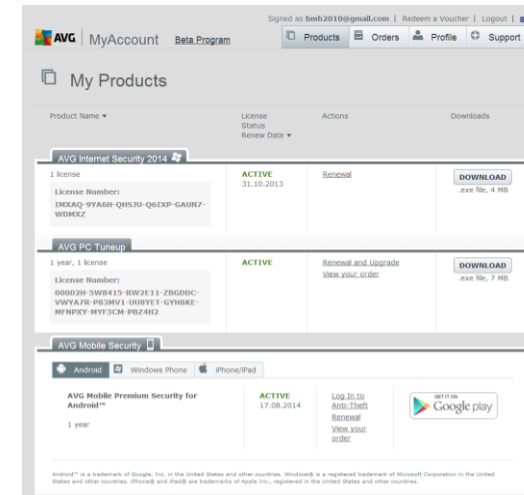
# Fulfilment



automatic



in-app  
discovery

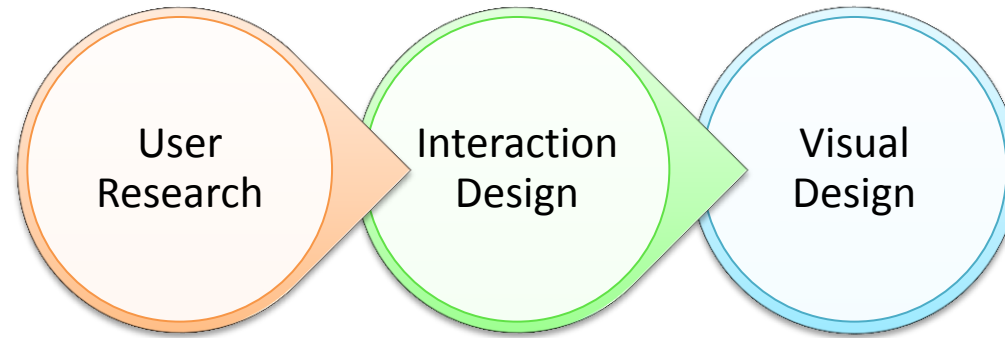


self service



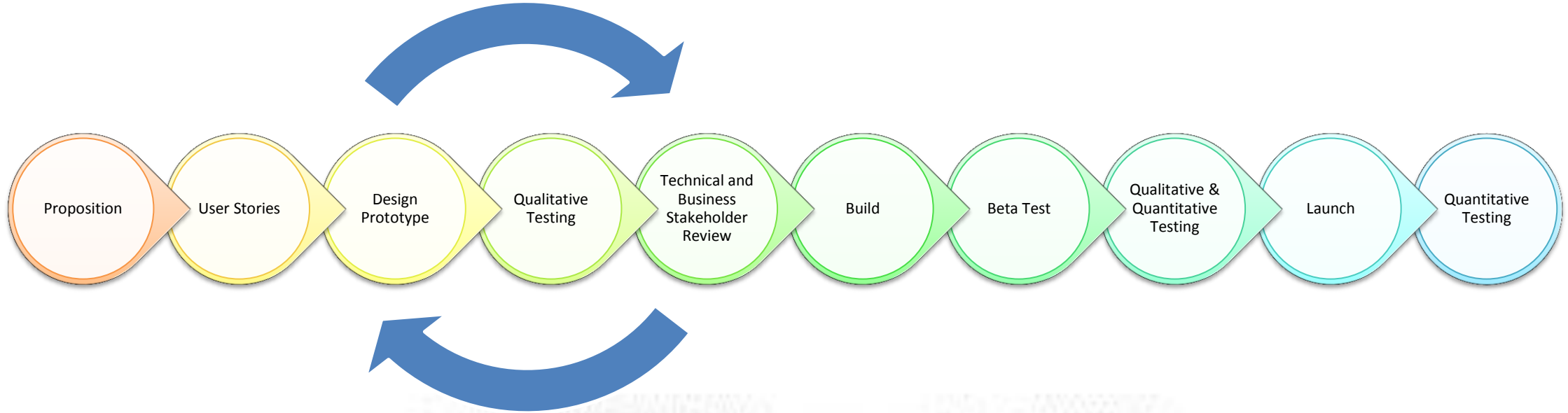
assisted

# AVG Customer Experience





# AVG Customer Experience



# AVG Customer Experience

Top ratings (press, customers)

4X Engagement

2X Conversion

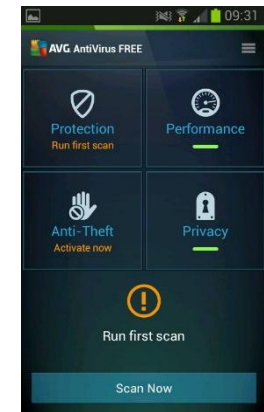
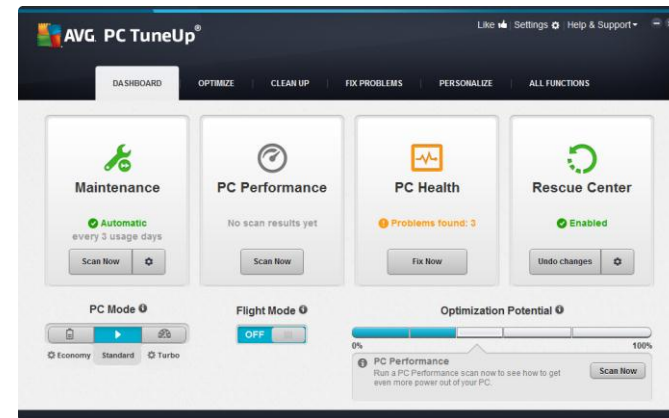
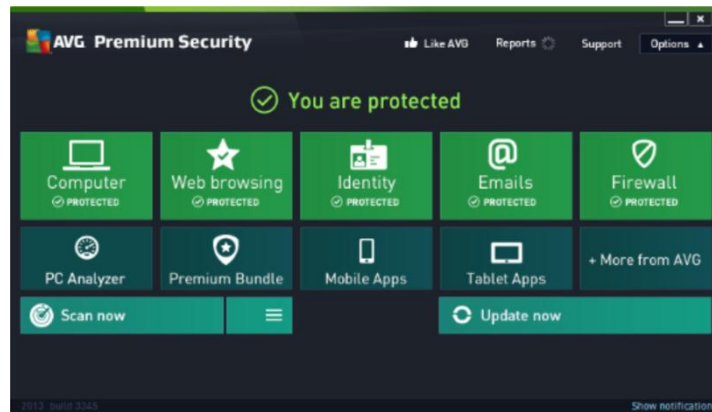
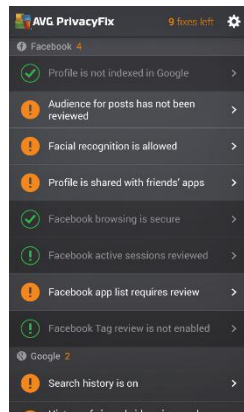


# AVG Customer Experience

Invest in CFI (design first)

acquire and build great relationships

drive Customer Lifetime Value





**AVG**®

*Be Yourself*