



Proven Business Impact

This case study was selected in August 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: Lenovo North America Services – We Listen to Our Gamers

Company Overview

Lenovo is a global technology company serving customers across North America, Europe, Asia, Latin America, Africa, and other regions. Through its Legion gaming portfolio, Lenovo supports a large community of gaming customers whose expectations for technical support, self-service, and device optimization continue to evolve.

Business Challenge

Premium Legion Ultimate Support customer satisfaction had been trending below management targets for two consecutive quarters. Research revealed several customer experience challenges, including limited understanding of gaming PC specifications, confusion regarding GPU capabilities and internet connectivity impacts, and underutilization of preferred support channels such as self-service and chat. These gaps increased customer effort and created barriers to efficient issue resolution.

Customer Experience Initiative: Listening to Gamers and Modernizing Support

Beginning in May 2025, Lenovo partnered with its Worldwide Customer Experience team to conduct an external Gaming Device & Support Experience Study across the United States, Canada, and Mexico. The study uncovered critical customer knowledge gaps, including that 18% of surveyed gamers were unaware of their GPU specifications. Lenovo used these insights to redesign Legion support content, improve diagnostic resources, expand AI-enabled support experiences, and strengthen self-service capabilities. Cross-functional collaboration between Customer Experience, eSupport Content, and Contact Center teams ensured customer feedback translated directly into operational improvements.

More than 450 Problem Determination codes were integrated into their interactive AI chatbot and AI-powered support tools. Legion Space, the central hub for device management and gaming optimization, was redesigned and enhanced to improve

usability. Weekly governance sessions helped maintain alignment across teams, while ongoing communication ensured stakeholders remained engaged throughout implementation.

Proven Business Impact

Improved customer satisfaction and advocacy

- Premium Care Top-3-Box satisfaction increased from 85.0% to 89.8%, a 4.8-point improvement.
- Overall satisfaction improved from 86.7% to 90.1%.
- Net Promoter ScoreSM increased by 7.1 points, from 45.8% to 52.9%, while reaching a peak of 56.3%.

Reduced customer effort

- Customer Effort performance improved from 77.7% to a record 87.1%, representing a 9.4-point increase in Ease of Doing Business.
- Enhanced content and self-service resources made it easier for customers to find answers and resolve issues independently.

Expanded knowledge and self-service effectiveness

- More than 450 diagnostic and troubleshooting codes were added to AI-enabled support tools and knowledge resources.
- Customers and agents gained easier access to technical guidance, accelerating problem resolution and reducing support effort.

Increased digital engagement

- Following content enhancements, Legion Space visits increased by 65.8% from Q3 to Q4.
- Customers demonstrated greater utilization of Lenovo support resources and device optimization tools.

Improved support operations

- First Contact Resolution performance increased from 15.5% in November 2025 to 30.1% in March 2026.
- This represented a 14.6 percentage-point increase and approximately 94% relative improvement while case volumes remained stable or increased.
- Operational improvements were attributed to stronger diagnostics, better knowledge content, enhanced agent readiness, and broader use of AI-enabled support resources.

Key Lessons

Lenovo demonstrated the value of combining customer research with operational execution—an approach rooted in the company’s commitment to continuous improvement. By listening directly to gamers, identifying knowledge gaps, and partnering across customer experience, content, support, and technology teams, the organization created measurable improvements in satisfaction, customer effort, self-service adoption, and operational performance. The initiative highlights how customer insight can become a catalyst for both customer experience and business results.

Core Business KPIs Impacted

Top-3-Box Satisfaction (T3B); Customer Satisfaction (CSAT); Net Promoter Score (NPS); Customer Effort Score (CES); First Contact Resolution (FOC); Repeat Repair; Self-Service Utilization; Digital Engagement; and Customer Advocacy.

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