



Mobile Service Providers are rolling out next generation mobile devices to boost their revenues and enable the modern digital life style. This increases the volume and complexity of device-related customer care calls.

Current customer service facilities and practices are not aligned to provide effective and efficient resolution or to provide customers the ability to truly resolve device related issues by themselves.

As a result, the customer digital experience is severely impacted, thus reducing the potential to unleash the value of advanced mobile devices while increasing service providers' operational liabilities.

CommuniTake enables mobile service providers to truly manage their customers' digital experience with the mobile device, by swiftly resolving any device-related issue and transforming every interaction into a revenue increase opportunity.

REMOTE SUPPORT PLATFORM FOR DEVICE RELATED CUSTOMER RELATIONSHIP MANAGEMENT

AN ADVANCED, COMPLETE REMOTE SUPPORT SOLUTION FOR MANAGING SMARTPHONES

The CommuniTake platform is a remote support solution that provides the tools and capabilities needed to easily support mobile devices and gain clear understanding of customers' digital life style and preferences for experience optimization. A service representative takes complete remote control of the customer device and provides support as if he is holding the device in his hands. Taking control enables the representative to operate a complete replica of the customer's device as well as any installed application. Through this, the representative diagnoses the problem, guides the customer on how to better use his device, activates automated macros to configure new services and device settings according to customer preferences, amends malfunctioning applications, installs and manages applications, manages device's files and conducts customer surveys. Furthermore, the representative has crisp visibility of the customer's implied profile. On-device content data optimizes cross-sell and up-sell offers that generate more revenues to the service provider while enhancing customer's loyalty.

The platform supports resolution macros activation, with or without a takeover, across multiple customer touch points such as web based self-service portal; on-device self-service; point of service kiosk and IVR. It supports most of the operating systems for mobile devices. Built uniquely for service providers, the CommuniTake platform is aimed at contact centers, related out-sourcing vendors and large enterprises.

POWERFUL INTERACTION CYCLE

The CommuniTake platform supports multi-dimensional customer interactions executing on the capabilities of modern, constraints-free customer relationship management systems.

Service is fulfilled by leveraging an end-to-end advanced interaction cycle:

Understand user experience → Diagnose the device and the implied experience → Perform resolution → Guide the user → Sell more value

The CommuniTake platform fully supports the technologies and practices that service providers need to implement now to survive tomorrow.



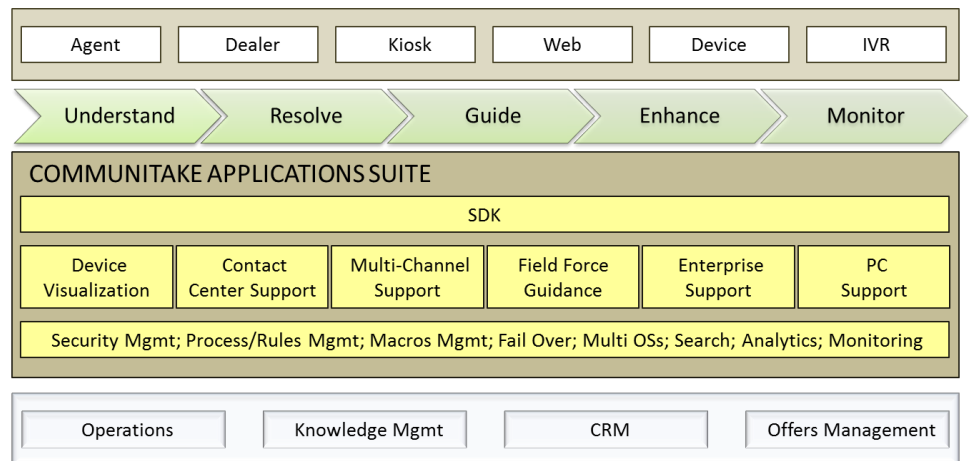
SEIZE THE FUTURE
OF MOBILE CRM.

POWERFUL FEATURES

The CommuniTake platform provides modular features and tool sets supporting every aspect of customers' challenging problems and experiences:

- ▶ A multi platform solution which enables remote control and service for most mobile phones on most open OSs (Android, iOS, Symbian, RIM, Windows Mobile, Maemo etc.) and touch screen devices.
- ▶ Multi-Channel platform that allows remote support through call center, web portal, device, IVR & kiosk.
- ▶ Remote Control including device screen replica and real-time operational key/touchpad control.
- ▶ Automatic resolution macros: launching applications; predefined commands sequences (include key/touchpad); configuration of applications; demonstrations; automatic textual tutorials.
- ▶ On-screen guidance by graphical objects marked in real time on the device's screen.
- ▶ General diagnostics and problem related diagnostics.
- ▶ Applications and files management
- ▶ Floating replica image on top of applications and web sites.
- ▶ Self operated issue resolution and guidance through on-device self service and self service portal.
- ▶ Flexible and configurable system support with no need for software updates for adding new devices and new macros across users.
- ▶ Bidirectional access: file system; general configuration; software installations or updates.
- ▶ Complete remote PC takeover.
- ▶ Integrated trouble ticketing with the CRM system and problem related connection redirection.
- ▶ Remote monitoring and security management.

COMMUNITAKE REMOTE MOBILE SERVICE PLATFORM



COMMUNITAKE APPLICATIONS SUITE

- ▶ **Device visualization:** complete operational device replica
- ▶ **Contact Center Support:** support representative console, including complete device replica and remote support tools
- ▶ **Multi-Channel Support:** remote support across multiple customer touch points, with / without device takeover
- ▶ **Field Force Guidance:** remote real-time support for field personnel
- ▶ **Enterprise Support:** support representative console, including enterprise oriented resolutions
- ▶ **PC Support:** remote support for PCs
- ▶ **SDK:** SDK for self-development of augmenting solutions

AN OPEN, FUTURE-PROOF SOLUTION

The CommuniTake platform leverages state-of-art technology that outperforms the competition.

It utilizes a smart light-weight on-device client (150k - can be sent via SMS/MMS) that supports most OS based cellular phones (Android, iOS, Symbian, Window Mobile, RIM, etc.). In addition, a service representative console that is derived by highly efficient image processing algorithms optimized for low-end devices, allowing remote control of the device on low bandwidth data networks. The platform supports the following foundations:

- ▶ GPRS, EDGE, 3G, 3.5G, LTE and Wi-Fi
- ▶ Highly scalable servers cloud with hardware based linear scalability
- ▶ Multi Tier and multi-tenant architecture
- ▶ High availability and load balanced architecture

FLEXIBLE BUSINESS SCENARIOS

The CommuniTake platform allows for modular deployments according to service provider's preferences and compelling business challenges.

CommuniTake's platform can be deployed as SaaS or on-premise thus allowing complete cost-value flexibility and risk mitigation for service providers and enterprises.

BE YOUR CUSTOMER.

**EXPAND DIGITAL
LIFE STYLE.**

Truly manage your
customers' digital life
style with advanced
mobile devices.

Seize the opportunity
to intensify your
service to assure
customers' satisfaction
with their mobile
devices. Unleash
device value and
execute on revenue
opportunities to
maximize wallet share.

THE BENEFITS OF EFFECTIVE SUPPORT INTERACTION

INCREASE CUSTOMER SATISFACTION

Provide all customers with high impact, swift and personalized service. Customers enjoy prompt, crisp support and proactive adjustments to their digital life style preferences encouraging better utilization of their advanced devices.

INCREASE REVENUES

Identify features/services not used by the customer. Support representatives can then present these features/services to the customer via a live demonstration on the device, thus generating an immediate ARPU increase. Increase loyalty by fulfilling consumers' expectations and preferences.

REDUCE OPERATIONAL COSTS

Reduce average handling time and increase first call resolution by clear understanding of the problem and automated issue resolution through macros. Eliminate simple inbound support calls through self service operations across multiple customer touch points. Reduce the traffic at points of service.

IMPROVE CONTACT CENTER READINESS

Shorten training time and reduce the dependency on expensive subject matter experts. Support representatives need to be familiar with one system, replacing the need to learn multiple device manuals.

INCREASE FIELD FORCE PRODUCTIVITY

Accelerate field force problem resolution through expert guidance from afar. Mitigate risk of malfunctions and increase field force productivity by remotely directing its practices and advising in real-time about unfamiliar issues.

GAIN VALUABLE CUSTOMER INSIGHTS

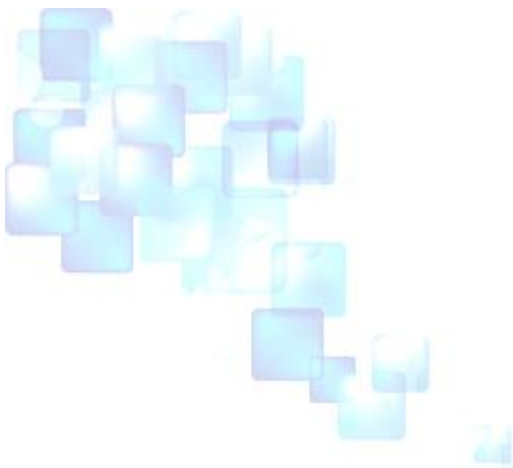
Access accurate and complete information on what is happening on customers' devices. This ensures that customers can best utilize the abundance of applications and content for fulfilling their daily tasks and digital life style.

ATTRACT BUSINESS CUSTOMERS

Assure "always connected" professionals, internally maintain sensitive data and provide enterprise oriented resolution macros for attracting more business customer and generating more revenues.

RAPID TIME TO MARKET

Facilitate rapid support for new devices and services while maintaining low readiness outlays. Publish new devices and solutions across service representatives in real time with no software upgrades.





AUGMENT YOUR SUPPORT REALITY.

COMMUNITAKE AT A GLANCE



SUMMARY

CommuniTake provides a complete mobile devices related support platform, leveraging remote control technology to automate resolutions and guidance across customer touch points thus enabling the reduction of operational costs while unleashing the devices' value potential. Our goal is to help operators, device manufactures, mobile applications developers and IT organizations to reduce support costs and unleash the devices' potential revenue.

CHALLENGES

The advanced mobile phones revolution poses new challenges:

- ▶ Increase in operational support costs derived by more advanced devices; expensive calls; new devices returns and high contact center outlays
- ▶ Complex mobile devices with configurations nuances; new services; new content value chain and poor support
- ▶ Telecom profit limitations derived by customer frustration; bad customer experience and poor shift from support to revenue generation

COMMUNITAKE PLATFORM FUNCTIONS

- ▶ Real-time, fully operational device replica
- ▶ Simultaneous voice and takeover
- ▶ Complete device diagnostics
- ▶ Multi channel automated resolution macros
- ▶ Step by step textual guidance
- ▶ Applications and files management
- ▶ On-device drawing
- ▶ Floating replica image
- ▶ Remote PC takeover
- ▶ Targeted new services and products
- ▶ Self-operated issue resolution and guidance

BUSINESS BENEFITS

- ▶ Reduce operational costs
- ▶ Eliminate simple inbound support calls
- ▶ Improve support performance metrics
- ▶ Execute on new sales opportunities
- ▶ Generate seamless offer-to-cash
- ▶ Increase customer emotional loyalty
- ▶ Reduce traffic at points of service and device returns
- ▶ Differentiate support to enterprises
- ▶ Improve field force productivity

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