

# COMMUNICATION SERVICE PROVIDERS want customers to help themselves

## SUPPORT STATE OF MIND

Changes in the global mobile industry drive new attitude toward technical support.



### Heavy Liability

Our customers are experiencing **15-25** minute average handling time (AHT) for inbound support calls. The AHT of after sales service in stores is about **40** minutes.



### New Value Chain

Our customers tell us that consumers buy more and more smartphones via non-CSPs channels. CSPs are left with decreasing revenues and increasing support burden.



### SIMless Impact

Apple's SIM solution may indicate the end of SIM cards. It is quite clear that this trend will reduce CSPs' roaming revenues.

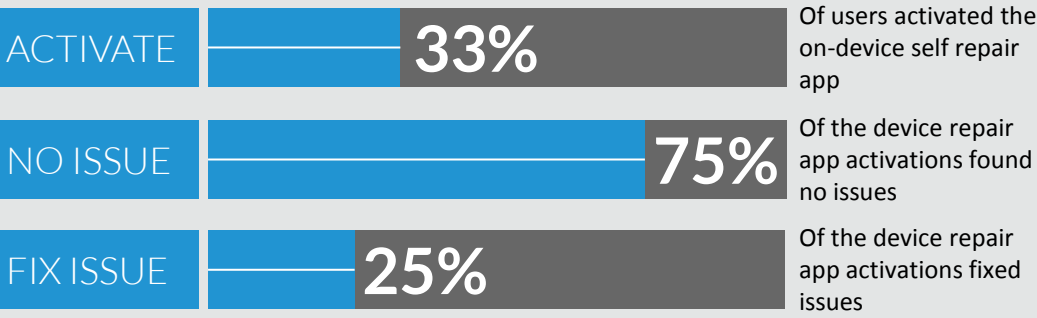
Communication Service Providers' (CSP) state of mind is adjusting to these new realities. The bottom line is evident: CSPs must reduce support outlays. For that, they deploy the most inexpensive support agent out there – the consumer.

Our recent deployments clearly show that self-service solutions generate tremendous value.

## CUSTOMER SERVICE MADE EASY

**76%** Of device holders have requested the service via the device support app.

## SELF SERVICE WORKS – BIG TIME



## SELF SERVICE LESSENS SUPPORT LOAD

### Less Inbound Calls



**13%**

When implementing our Device Care, the on-device monitoring app, there was a 13% drop in inbound support calls.

### Reduction of Cases



**21%**

When deploying our Device Care, the on-device monitoring app, there was a 21% drop in device software oriented support calls.

### Self APN Settings



**56%**

When deploying our Device Care, the on-device monitoring app, 56% of the APN issues were resolved by the device holders.

### Reduction of Discovery Time

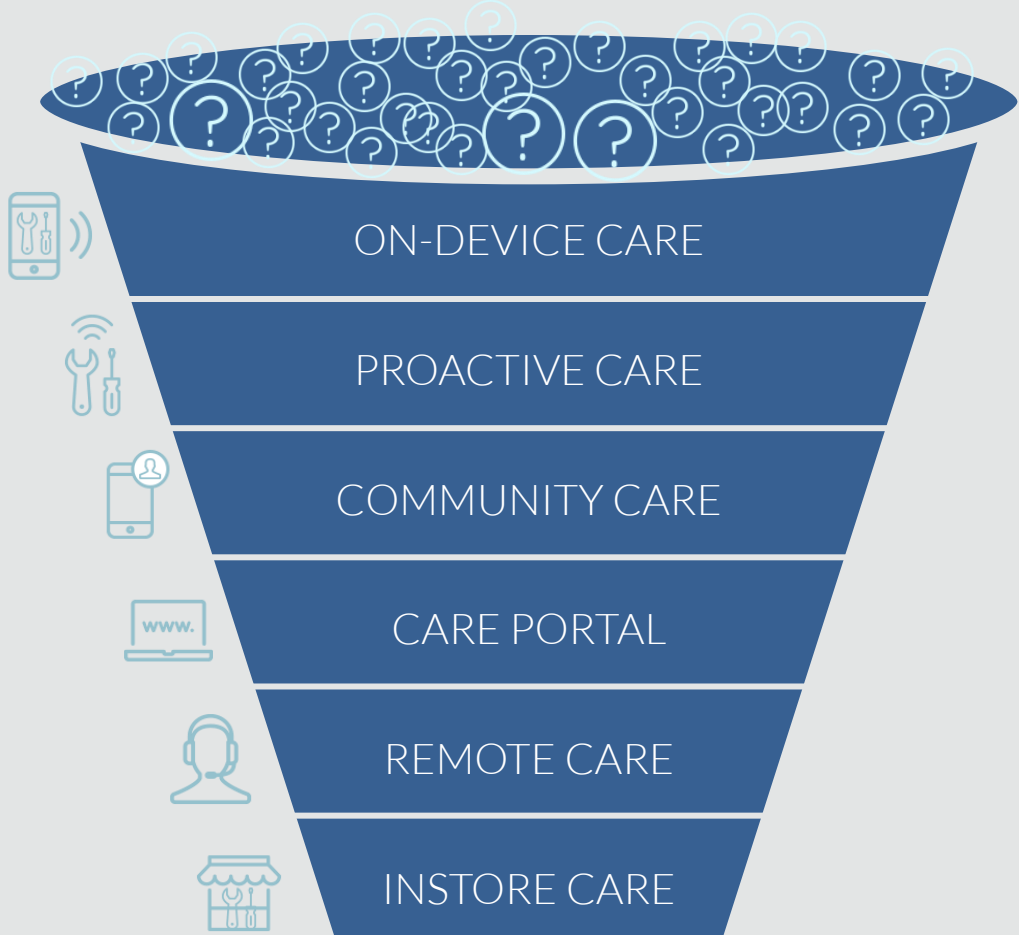


**26%**

When deploying Device Care, 26% of support requests were sent with device diagnostics for a shorter discovery phase.

## BEST PRACTICES FOR MODERN SUPPORT

Holistic support approach means (1) self reliance via self healing app; (2) big data for proactive care procedures; (3) social self service utilizing remote control technology; (4) self access portal providing diagnostics and remote macros activation; (5) complete takeover from afar; (6) In-store remote support.



## TREND TO WATCH

Some of our customers tell us that they intend to shift to a holistic support approach by deploying multiple support tools across customer facing channels while enhancing self-reliance.