

**experience success**

simplify experience | harness data | stay ahead | be efficient

# Amdocs Smart Device Support Solution

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## THE SMARTPHONE SUPPORT DILEMMA— IS YOUR CALL CENTER READY?

Smartphones offer advanced capabilities that increase customer usage of data-hungry applications such as email, internet, and voice and video messaging. While these services open up new sources of revenue, they also create challenges concerning device configuration and connectivity. This has resulted in several pain points for service providers including:

### **Spiraling Smartphone Support Costs**

Increased configuration complexities associated with a new generation of smartphones is putting a burden on service providers as their first and second-level agents don't have either the device knowledge or the insight at their disposal to resolve these queries. This results in greater call volumes and longer call handling times.

### **Underutilized Applications & Services**

As end users struggle to configure their smartphones, applications and services are underutilized. The opportunity to encourage the use of additional features is lost as frustrated customers look to either swap devices or, worse, cancel their service—ultimately leading to wasted potential for average revenue per user (ARPU).

### **Costly and Unnecessary Device Returns**

Consumer frustration and dissatisfaction with the device often results in unnecessary device returns as customers unable to configure their device assume that it is faulty. Customers frequently return the devices to retail stores – often the site where the device was originally purchased. Not only is this costly—the retail agent's time is wasted and refurbishing the returned phones is an unnecessary cost—but it also creates negative buzz around the usability and value of these new offerings, damaging potential future sales and undermining customer confidence in the brand.

As the smartphone market shows no signs of slowing, the associated cost of support for these devices threatens to drown any future profits.



## Empower First & Second-Level Agents To Handle Device Issues

In the past few years, the wireless market has been flooded with new-generation smartphones. There are numerous devices, different operating platforms, multiple networks (GSM, CDMA, etc.), varied firmware and a multitude of feature menus, and this makes it increasingly complicated both to use and to support these devices. Additionally, there is a wide variety of connectivity options (including WiFi, WiMAX, 3G, 4G Push-to-Talk, etc.) as well as add-on applications and services, making device care even more complex.

First and second-level agents are often simply not empowered to deal with these issues. Queries ranging from configuring new hardware on the device to upgrading applications create all sorts of problems. While they may have general customer information at hand, they do not have the other missing parts of the puzzle to be able to deal with the call—the model of the phone, the firmware the device is running, and the applications the customer has. Nor are they provided with the necessary insight to be able to resolve the issue immediately. More often than not, the agent has no choice but to pass the call along to technical support. This creates a situation of increased calls, longer average handling times and higher support costs due to overreliance on technical support teams, which are more expensive. While customers are frustrated and unable to use the device, the service provider loses out on potential revenues from applications and services.

## Amdocs Smart Device Support Solution

Amdocs Smart Device Support is a new solution that extends smart device insight and issue resolution into the call center for the first time. The solution is built from leading pre-integrated CRM and mobile device management products from Amdocs and our partners in the area of device management. It is designed to give first and second-level agents a unified view of both customer and smart device details, empowering them to resolve support issues quickly and effectively.

“THE INTELLIGENT DEVICES AND SMARTPHONES WHICH CUSTOMERS ARE CHOOSING ARE BECOMING MORE AND MORE SOPHISTICATED AND ARE BEING USED FOR DELIVERY OF MULTIPLE SERVICES (VOICE, DATA, AND VIDEO). AS A RESULT, THERE ARE AN INCREASED NUMBER OF CALLS TO CUSTOMER SUPPORT FOR HANDSET CONFIGURATION AND OPERATIONAL ISSUES RELATED TO THE DEVICES.”

STRATECAST, GLOBAL STRATEGIES FOR MOBILE DEVICE MANAGEMENT (MDM) – A NEW OSS MARKET, MAY 2009



## Smart Device Support: Amdocs CRM + Mobile Device Management

### Amdocs CRM

- Customer Profile
- Care Agent Desktop
- Case & Solution Management
- Case Escalation & Routing
- Agent Guidance & Scripting

### Device Management

- Device management
- Device pack optimization
- Diagnostics
- Customer device experience
- Device value chain
- Device updates

### Amdocs Smart Device Support

- Enables level 1 & 2 agents to diagnose and fix device problems
- Track device-related interactions inherently using CRM applications
- Resolve recurring device cases by combining crm solutions with over-the-air technology
- Proactively resolve device issues using automatic device detection and monitoring
- Enable cross-sell and up-sell using customer profile, usage and device insights

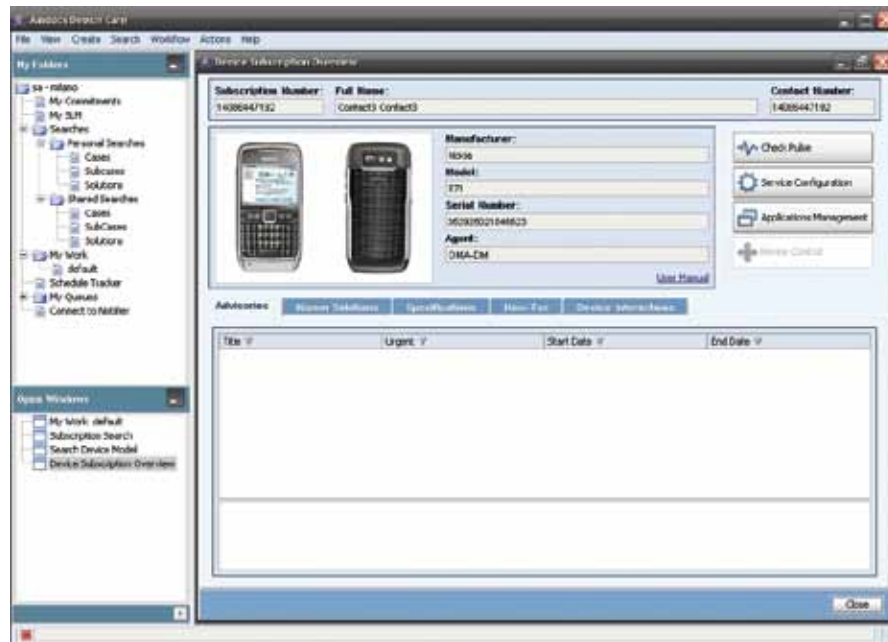
THE AMDOCS SMART DEVICE SUPPORT SOLUTION INCLUDES AMDOCS DEVICE CARE, AN INNOVATIVE NEW PRODUCT WHICH INTEGRATES THE BUSINESS SUPPORT SYSTEM (BSS) AND DEVICE CARE ENVIRONMENTS.

## Amdocs Device Care

Amdocs Device Care is a new customer management product which is central to the Amdocs Smart Device Support Solution. It empowers first and second-level agents to resolve smart device issues faster and more accurately, helping to reduce support costs, increase service consumption and improve customer loyalty.

The key value of Amdocs Device Care is that it provides the agent with a unified view of the customer's device, capabilities and subscriptions, along with actionable insight, known solutions and device advisories. As a result, the agent is empowered to resolve many device-related issues without the need for high-level technical support.

### The main screen of Amdocs Device Care as viewed by the agent



### Key capabilities include:

- **Device diagnostics and fix** – Provides quick, actionable fixes to the most common device problems.
- **Device solution management** – Manages recurring device issues and adds dynamic guidance for agents to existing troubleshooting flows.
- **Fallout and escalation management** – Escalates cases which cannot be quickly resolved. Agents can view detailed diagnostics and records of the resolutions reached.
- **Device care tracking** – Tracks device-related interactions, cases, and resolutions, including device-specific reason codes and case types.
- **Device advisories and how-tos** – Provides advisories for specific device types or general outages along with relevant “how-to” articles for the care agent.

Actionable insight is created through automatic diagnostics based on the problem condition. In addition, scripts can be set up to guide the agent step-by-step through troubleshooting flows based on best practices and known solutions.

Amdocs Device Care includes a framework to create device cases and attach advisories, known solutions and “how-to” links. These are readily available to agents in order to quickly resolve any known question or request for information. The product prioritizes them based on usage frequency so that answers to the most frequent queries are readily available for subsequent calls.

In cases when there is no known solution, agents can escalate them to advanced technical support agents. The forwarded case contains all essential device diagnostics and interaction details that technical support needs for starting the troubleshooting process. When a resolution is reached, the technical support agents can create a known solution within the system which is used to resolve subsequent cases quickly at the point of first contact.

## Packaged services for device care

The Amdocs Smart Device Support Solution also incorporates a suite of packaged services designed to help service providers streamline and improve their device care support as needed. Amdocs service professionals help each service provider assess their current device care approach, model the target device care experience, prototype and then deploy the solution in stores and call centers. These services are designed to ensure that deployment is performed with minimal risk, backed by Amdocs' remarkable track record of project delivery success.

## Measurable ROI

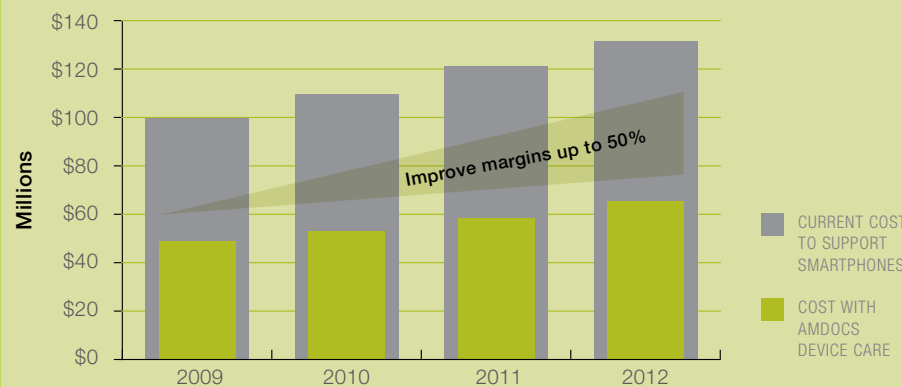
The Amdocs Smart Device Support solution provides measurable return on your investment:

- Improves first call resolution
- Reduces average handling times by reducing discovery time and fixing most issues over the air
- Reduces non-faulty smartphone returns
- Improves consumption of applications and services leading to increased ARPU
- Reduces service cancellation within the first month after activation
- Reduces care agent training time

By employing the Amdocs Smart Device Support solution, you can save up to 50% in smartphone support costs. Even based on conservative assumptions of a smartphone user customer base (see chart), savings increase exponentially. Additionally, customers are more likely to use smartphone applications and services as a result of better support, yielding immediate and ongoing revenues.

### Assumptions:

- Customer query calls: 4 times per year
- Average cost of configuration call: \$60
- Configuration calls: 30% of total
- Calls addressed with Mobile Device Management: 50%
- Number of subs: 1M





## Why Amdocs

Amdocs is the only vendor focused on delivering an integrated CRM and device care solution for service providers. Building on our strong position in customer support, this turnkey solution brings together the best of Amdocs CRM and mobile device management in order to:

- Quickly identify problems through insight into customer interaction, history and devices
- Enable agents to proactively push configuration changes to the device
- Understand the complete customer situation to provide better support

The Amdocs Smart Device Support solution enables service providers to dramatically reduce direct support costs associated with configuration issues, and to increase the overall revenue opportunity from smart devices. It includes a product for managing contact center and device care service interactions based on an intuitive process-driven user interface. This unique solution is accompanied by a suite of complementary services and is designed to integrate easily with the complete Amdocs portfolio of products, as well as other BSS and CRM environments.

**For service providers, Amdocs Smart Device Support offers a valuable opportunity to cut support costs and increase device usage and associated revenues...**

**For end users, it means a better customer experience, faster issue resolution and access to new services and applications.**

# amdocs

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## About Amdocs

For 30 years, Amdocs has ensured service providers' success and embraced their biggest challenges. To win in the connected world, service providers rely on Amdocs to simplify the customer experience, harness the data explosion, stay ahead with new services and improve operational efficiency. The global company uniquely combines a market-leading BSS, OSS and network control product portfolio with value-driven professional services and managed services operations. With revenue of \$3.2 billion in fiscal 2011, Amdocs and its over 19,000 employees serve customers in more than 60 countries. **Amdocs: Embrace Challenge, Experience Success.** For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com)

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PHILIPPINES  
SINGAPORE  
TAIWAN  
THAILAND  
VIETNAM

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FRANCE  
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