

Tecnotree Agility™ Care

Unified Care driving a positive customer experience

Business Challenges

Most Communication Service Providers (CSPs) will agree that the cost of acquiring new subscribers typically outweighs that of retaining their existing one. As communication markets reach saturation, and high double-digit penetration rates become the norm, CSPs must now consider shifting focus from customer acquisition to retaining and generating more value from your existing subscriber base.

This objective is not easy to tackle as it is typically burdened by challenges which can be broadly categorized into two main areas: market or operations driven challenges.

Market driven challenges typically center on increasing price pressures, the need to rapidly introduce new and bundled service offerings, and a declining revenue base due to commoditization, product substitution and brand fragmentation.

Operational challenges most often focus on the fact that distinct business units support various customer domains, such as mobile, broadband, prepaid, postpaid, and those of third-party services. Each of these business units store information within their own silos and deliver varying levels of customer care support to subscribers. This results in a disjointed service experience, as subscribers are passed from one Customer Service Representative (CSR) to the next, just to answer straightforward questions. On the other hand, having a centralized customer care function supported by a multitude of underlying applications, each with distinct user interfaces, is equally problematic and time consuming. Such a scenario means CSRs often need to switch from one user interface to another to answer simple queries.

A centralized and unified care solution can help deliver an effective, cost efficient single service desk, independent of business unit, network domain, service type or subscriber segment.

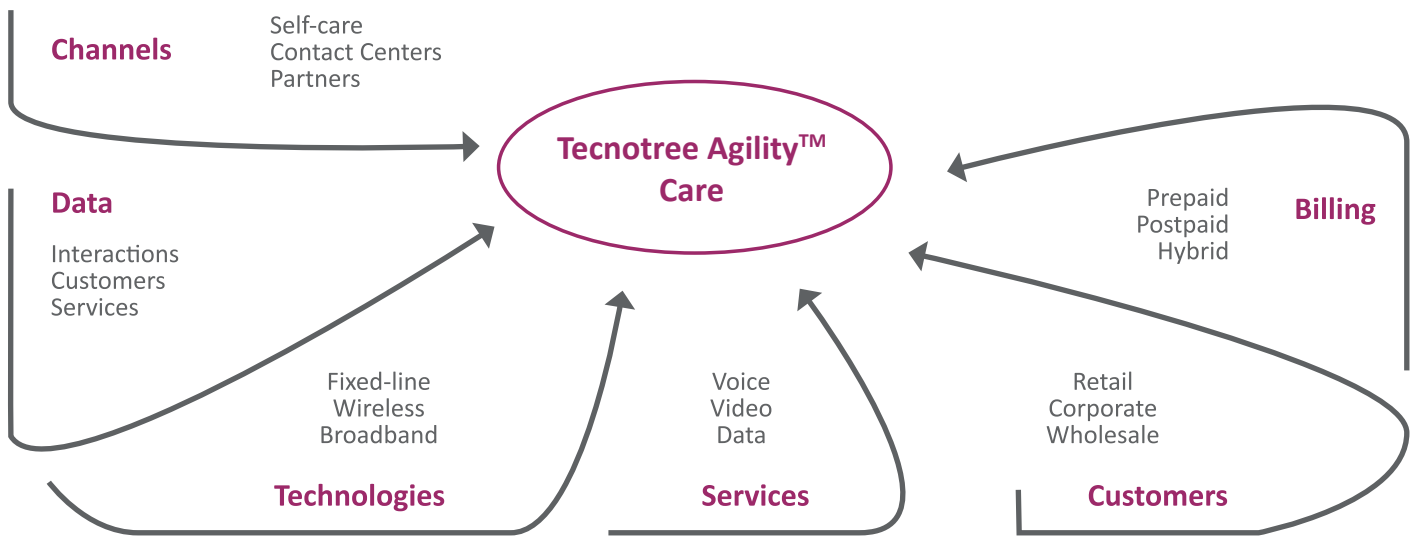
Key Features

- Customer Interaction Management – Provides comprehensive and consistent 360° view of customer interactions
- Customer Self-care – Exposes and facilitates self-care administration functions and the operations through the customer self-care channel. Additionally supports both retail business-to-customer (B2C) as well as corporate business-to-business (B2B) customers
- Trouble-ticketing – Prompt and responsive case management capabilities. Swift addressing of operational issues and possible associated revenue loss. Supports automatic and manual routing, ensuring that the correct agent or group of agents are assigned to process the ticket
- Service Workflow Engine – Provides a mechanism to automate business processes and transactions involving step-by-step progression of a case by a number of users

Key Benefits

- Enhanced CSR productivity as all information is provided via a single unified user-interface
- Decreases the need for customer care agent training on multiple applications and redundant resourcing, thereby decreasing OPEX
- Reduce calls as well as call handling times with informed and proactive customer care driving down related costs
- Delivers increased customer satisfaction and positive user experience through seamless customer interactions
- Manages the right balance between the cost-savings aspects of self-care solutions and subscriber independence and convenience
- Automates the dynamic business rules related to customer requests handling, assignments, resolutions and updates

A solution design to streamline processes and optimize data flows. Contact time can be reduced by as much as 50% and internal training requirements reduced by 33%.



Product Overview

Tecnotree Agility™ Care delivers a centralized and unified customer care, self care & dealer care solution. Tecnotree Agility™ allows the effective management of all care functionalities from a single unified service desk, providing your CSRs, sales partners and subscribers with a seamless, integrated usage experience.

Additionally, usage analytics on the wealth of accumulated subscriber information allows you to deliver targeted loyalty promotions and automated, personalized marketing offers. Tecnotree Agility™ Care provides a complete 360° view of your customer, including all active network services and applications, and is proven to enhance customer service levels, decrease CSR training costs and reduce the average time required to serve each subscriber by as much as 50%.

In addition, through self-care support functions, Tecnotree Agility™ Care allows your subscribers to easily adjust and tailor their own service, and offers you the ability to support the migration of certain customers to this lower-cost yet more personalized option.

By operating on a Service Oriented Architecture (SOA) based framework, Tecnotree Agility™ Care can easily integrate with all existing legacy applications such as billing systems, voucher management systems, customer relationship management systems etc and can be extended to support new technologies and devices as the need arises.

Tecnotree Agility™ Customer Care contains all you need to reduce costs, enhance service levels, offer distinct service differentiation, increase brand loyalty, retain your subscribers and ensure you generate more value from your subscriber base.

About Tecnotree

Tecnotree is a global provider of a broad range of telecom IT solutions focused on charging, billing, customer care, messaging and content services. Tecnotree empowers communication service providers to create and monetize a broad marketplace of digital services, and augment value across the customer lifecycle. Acknowledged for agility and commitment, Tecnotree has more than 900 employees serving over 100 operators globally. Tecnotree is listed on the main list of NASDAQ OMX Helsinki Ltd. with the trading code TEM1V. For more information on Tecnotree visit www.tecnotree.com.



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