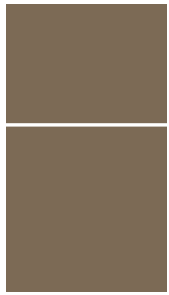




## Mobile Service Management Solution





**“ENABLING CUSTOMERS WITH THE SELF-HELP CAPABILITIES TO FIX SIMPLE PROBLEMS IS PART OF THE SOLUTION, BUT WE NOW CAN FIX PROBLEMS BEFORE THE CUSTOMER EVEN KNOWS ONE EXISTS.”**

STRATIS SCLEPARIS, CHIEF TECHNOLOGY OFFICER, BT RETAIL



**BT, one of the world's leading communications providers, is building its 21st Century Network to deliver a variety of innovative services including BT Vision, which combines broadcast digital TV with on-demand film, TV and music programming; and BT Fusion, the company's new fixed-mobile telephony offering. BT Retail, a division of BT, is using Motive software to remotely manage customer premises equipment to instantly activate new services such as home networking, VoIP, business networks and IPTV.**



**The world is going mobile.** In virtually every region of the globe, cell phones are evolving into “smart” devices that are being used to send and receive text messages, browse the Web, act as GPS locators and even to purchase products and services. Mobile and broadband service providers worldwide are building next-generation networks to handle the traffic, and more mobile devices are capable of connecting to the Internet at broadband speeds. As these markets begin to converge, leading broadband and mobile service providers are turning to Motive’s Mobile Service Management Solution to ensure a seamless, consistent service experience across their services, devices and networks. It’s the next generation of service management, purpose-built for the converged future.

# Drive your business forward.

! empowered



## **Mobile services are growing more complex.**

Mobile voice service can be found in virtually every corner of the world. In fact, as competition among voice providers increases, the market is quickly reaching a saturation point and revenue from basic voice services is falling. To combat the trend towards voice service commoditization, mobile operators are introducing new rich media services for their mobile customers, while broadband providers are working to bring more of their services to mobile devices.

Inevitably, these markets are converging, resulting in mobile handsets that can use both a broadband connection and a cellular network, a trend known as fixed mobile convergence, or FMC. Convergence promises to make it simple for customers take their services with them wherever they go. For example, using a dual-mode phone with built-in Wi-Fi capabilities, customers can make calls over a broadband connection at home or near a hot-spot, then switch

seamlessly to their cellular network without dropping the call. In addition, they can watch their favorite television show or download and listen to their favorite music wherever they are, all from a single device. As wireless and wireline technologies continue to converge, the ability to deliver a consistent, seamless customer experience across devices, services and networks is emerging as a key competitive factor for service providers.

Yet achieving that simplicity isn't easy. The growing complexity of advanced services and handsets is resulting in increased customer frustration, higher management and support costs, and is slowing the adoption of new services. In fact, studies show the majority of multimedia phone users never use the services and applications available to them. Additionally, research indicates that new smartphones are six times as expensive to support as traditional handsets, and the majority of smartphone returns are not due to defects, but because customers found them too difficult to use. And

because bundled packages of voice, video and data services are now the industry standard, providers that deliver a substandard experience risk losing not just the customer's voice service, but the entire service bundle.

## **The solution: mobile service management.**

Motive's Mobile Services Management (MSM) Solution is a complete offering that enables providers to automate and manage key processes throughout the entire mobile service lifecycle, from service ordering and activation through ongoing management and customer support. These powerful capabilities provide immediate opportunity to assist with revenue generation and cost reductions today, while improving the customer experience and establishing a foundation for future value-added services. Using Motive's MSM Solution, providers can accelerate the delivery of high-value mobile data services to millions of customers, while making them easier to purchase, own and use.

## Streamline your services.

### **Unify service management.**

The foundation of Motive's MSM Solution is a unified service management platform that supports end-to-end mobile service lifecycle management. Using the Motive Mobile Service Management Solution, both help desk agents and customers can quickly turn-on new services and resolve common service issues that occur at key points in the customer lifecycle. The MSM Solution can be used regardless of the handset's data connection status, and across different networks and devices, giving providers the flexibility they need to deliver fast, effective support. For example, providers can automatically configure and set up a mobile device for services such as mobile e-mail or MMS. Additionally, both customers and help desk agents can perform critical security functions such as "lock and wipe" in the event a mobile phone with personal or business information is lost or stolen. Customers can also back up and restore PIM data on their mobile devices to a PC or online storage, ensuring their data is protected. Providers can even take full remote control of Windows-based mobile devices to perform complex service processes and fix any issues.

Built for the next generation of service management, Motive's MSM Solution can also be used

to manage a variety of services, networks and devices, including support for non-standards-based devices, such as BlackBerrys, or advanced devices that run on both cellular and Wi-Fi networks. And because today's mobile devices exist in a connected universe, Motive provides visibility into the entire mobile service delivery chain, including back office systems, third-party partner systems and customer equipment such as a mobile handset or residential gateway.

### **Activate new services automatically.**

Making it easy to activate advanced mobile services is the first step in delivering a superior customer experience. Motive's Mobile Service Management Solution automatically activates a customer's new service, first qualifying the customer's equipment and software to ensure they meet the provider's minimum service requirements, then guiding the customer through the steps required to complete the process. Even complex processes such as configuring devices can be automated so that customers don't have to struggle with technical terms and processes.

Robust diagnostic capabilities in the activation flow quickly isolate and solve problems that might arise during the activation process, ensuring subscribers can consis-

tently and successfully complete the provisioning process. Providers can also offer value-added services such as picture-mail or mobile video to the customer during the set-up process—the time when they are most likely to purchase. The results are lower subscriber acquisition costs, increased average revenue per customer, and improved customer satisfaction and retention.

### **Guide customers with self-service.**

Activating a customer's service is just the first step. Keeping them satisfied over the entire service lifecycle is critical to reducing churn and increasing average revenue per user. Motive's MSM Solution provides automated self service and support options throughout the customer lifecycle, reducing support costs and improving customer satisfaction. Using Motive MSM, providers can offer guided assistance for many common problems and processes, regardless of their connection status. And, unlike manual troubleshooting methods, Motive's intelligent troubleshooting workflows require minimal user input, shielding the customer from technical complexity.

### **Simplify assisted service.**

When live assistance is needed, Motive MSM makes it easy to connect subscribers to the provider's help desk. All of the diagnostic



information collected as part of the customer's troubleshooting process is automatically forwarded to an agent to help speed resolution.

Motive software then guides help desk agents through complex troubleshooting and repair processes, and recommends specific solutions. Motive MSM Solution also supports handset model specific alerts and user interaction alerts that can be used to display messages and confirm actions. And because Motive's helpdesk interface is designed for level-one help desk agents, frontline staff can handle a wider variety of technical support issues, speeding time to resolution and reducing the need to escalate many issues to more technical staff. With Motive MSM, providers are always one step ahead of customer needs.

**Offer customers choices.**

Different customers have different preferences for how they interact with a service provider. Some will want to visit a Web site, some prefer e-mail, while still others will want to call from their mobile device for help. Motive MSM enables providers to deliver the same superior service experience over the customer's contact

channel of choice, while providing agents with the key system and diagnostic information they need to optimize the experience. With Motive MSM, customers are never forced into interaction with Web portals or automated phone systems to get help.

**Partner for success.**

**Reduce your risk.**

In today's rapidly changing communications market, providers demand more from their service management provider than just software. They want proven solutions and an experienced partner that can become part of their team. Until now, many providers have relied on "point" solutions such as firmware-over-the-air updates that only address a piece of the mobile service management picture. As their business grows, they are recognizing that these "point" solutions only add complexity and do not provide a sound foundation for future growth.

Motive's Mobile Service Management Solution includes expert professional services designed to accelerate the value and reduce the risk associated with next-generation service deployments. For example, Motive's experience in product configuration

and quality assurance ensures a successful deployment, while our usability experts help enhance both customer and help desk agent experiences. With Motive professional services, providers benefit from the experience gained through implementations with more than 60 of the world's leading service providers, and the management and support over 60 million broadband and mobile customers worldwide.

Leveraging Motive MSM, mobile service providers can go beyond reducing operational costs to manage and deliver next-generation services that improve the customer experience and increase profitability.

**Deliver profitable services today.**

Leading service providers are using Motive's broadband and mobile service management software to develop and deliver next-generation services that improve the customer experience, reduce support costs and improve profitability. If you'd like to make mobile service management a key competitive advantage for your company, visit [www.motive.com](http://www.motive.com) to learn more about Motive's Mobile Service Management Solution.

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**“TO SUCCEED TODAY, YOU MUST ALIGN YOURSELF WITH PARTNERS THAT ARE WORKING TO MAKE YOUR COMPANY BETTER—AND MOTIVE DEMONSTRATED THAT ABILITY FROM THE VERY FIRST MEETING.”**

**Kim Frantz, Product, Manager for Data Services, EMBARQ**



**EMBARQ™**

**EMBARQ has 20,000 employees and operates in 18 states offering local and long distance voice, data, high speed internet, wireless, and entertainment services. The company focuses on offering its customers practical, innovative products and competitive pricing. EMBARQ builds in Motive management software to help achieve this goal.**



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