

Effortless Device Care

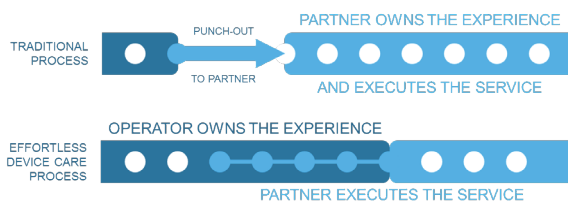
Giving operators more control of the customer experience

Effortless Device Care is a cloud customer care platform for mobile telecom operators. Effortless Device Care enables operators to take end-to-end ownership of the customer journey for devices, gaining visibility and control of the customer experience throughout the device lifecycle, whilst still relying on a service ecosystem for service execution.

Effortless Device Care seamlessly integrates the operator, the customers, and service partners through all stages of the device lifecycle. With Effortless Device Care, operators can differentiate in a market saturated with cost-per-gigabyte competition.

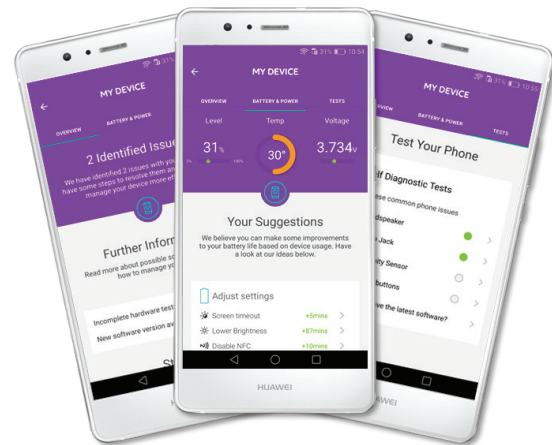
Effortless Device Care enables operators to:

- Take full end-to-end ownership of the device customer journey
- Improve loyalty by providing better device service
- Decrease churn by enhancing service onboarding and building exit barriers
- Increase efficiency in the device service process
- Un-tap new service revenue streams
- Manage and integrate their service ecosystem as well as utilize an existing global service ecosystem



Operators who take control of the customer journey, are repaid through loyalty, lowering churn rates, reducing service costs and driving revenue opportunities.

For the subscribers, Effortless Device Care provides a 360° degree self-service platform for their smartphones. Effortless Device Care provides a white-label interface available for mobile (*Android and iOS*) as well as web and can be plugged into an operators existing service capabilities.



Effortless Device Care allows an operator to offer intuitive self-services to their subscribers, easing all aspect of the device lifecycle including onboarding, troubleshooting, optimization, diagnostics, repair and renewal.

End-user capabilities include:

- Device diagnostics
- Troubleshooting and usage tips
- Backup, secure and data transfer
- Upgrade and trade-in
- Escalation to assisted care
- Service and repair booking (both in-warranty and out-of-warranty)

By offering Effortless Device Care to their subscribers, operators can provide device care that is automated, behavior centric, connected, delivered as a journey and effortless for the consumer.