NetCracker®

ENRICHING CUSTOMER EXPERIENCE WHILE REDUCING COST OF INTERACTION

CUSTOMER SELF-SERVICE

BUSINESS CHALLENGE

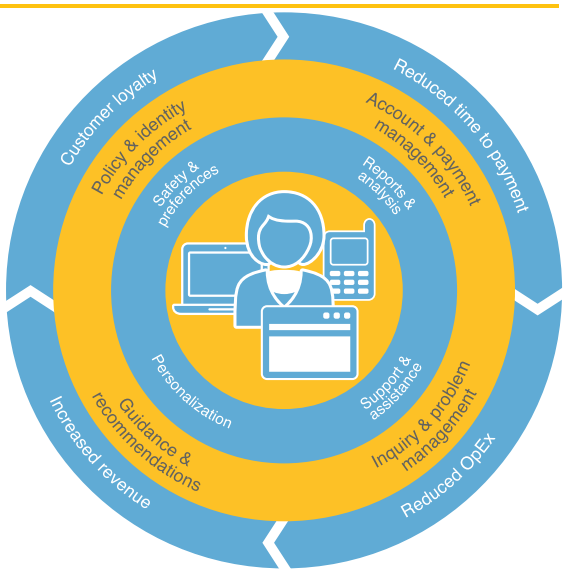
Strong competition in the modern telecom market and commoditization of services have driven down Communications Service Providers' (CSPs') profits. At the same time, their customers have grown more demanding and exacting. CSPs are being held to account about the quality of service they deliver, the level of service personalization they provide to customers, and the degree of control that customers have over their accounts, transactions, and product orderings.

Traditional customer management schemes are proving ineffective because they cost CSPs too much time and money and fail to give customers the level of freedom, convenience, and control they desire.

To reduce OpEx and ensure good customer relations, CSPs are seeking new ways of managing the end-user experience.

The proliferation of self-service portals seems to be an integral part of the solution. They empower customers to take full control of their accounts and payments; to shop anytime, anywhere, through any channel; and to obtain online assistance whenever they need it with near-zero expense on the CSPs' side. To turn self-service into a powerful tool for generating customer management revenue, CSPs should make sure their self-service portals meet the following requirements.

NetCracker's Customer Self-Service, an integral part of our comprehensive Customer Management solution, enables CSPs to achieve dramatic OpEx reduction and improve revenue streams while delivering competitive customer experience with a full spectrum of innovative, self-care capabilities.



Customers want on-demand assistance, problem resolution, and transparency of their query status at all times, day or night. At the same time, CSPs are looking for the ability to redirect their help desk phone calls to self-service portals — which require little or no CSR interaction.

Customers want to feel secure and at home. This means the interface should be easy to navigate and convenient to use, and should allow customers to make personal settings. It should also guarantee a high level of data security and have strict authorization requirements.

In addition, customers are willing to pay for personalized services (e.g. individual thresholds, customized notifications, and account information). This means that CSPs should have an intelligent solution that can analyze end-user information and use it for targeted advertizing, up-selling, and cross-selling — the ultimate aim being bigger deals and increased revenues.

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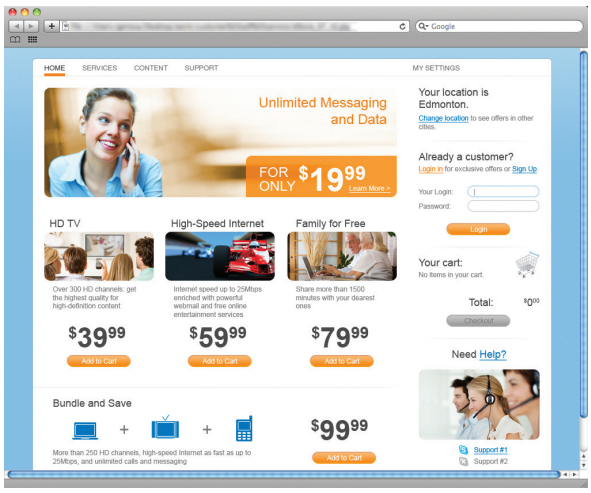
DETAILS

NetCracker's Customer Self-Service offers CSPs comprehensive capabilities for delivering exceptional customer value and OpEx optimization: from intelligently personalized offerings and customizable account management, to streamlined, guided problem resolution and product/service usage assistance, to complex security and identity management.

Customer Self-Service is part of NetCracker's Customer Management solution and is seamlessly integrated with the Product Management and Revenue Management offerings. This facilitates ongoing and on-demand extraction, synchronization, and analysis of end-user, product, and billing information for an improved customer self-care experience.

Customer Self-Service includes Self Account Management, Policy & Identity, Guidance & Recommendations, and Problem & Inquiry Management:



SELF ACCOUNT MANAGEMENT

Self Account Management enables customers to manage their accounts – from instant recharges and viewing billing details, to placing orders and setting personal preferences:

- Online replenishments
- Service and usage preference management
- Bill and service usage request reporting and analysis
- Self-order submissions, status tracking, and control

GUIDANCE & RECOMMENDATIONS

Guidance & Recommendations analyses end-user web page navigation and shopping styles and adapts to them through specific e-product shelving, personalized offerings, and ads:

- Portal navigation, guidance, and proactive assistance
- Intelligent, personalized recommendation service (e.g. based on service usage/purchase statistics)
- Target marketing and up-sell/cross-sell capabilities

POLICY & IDENTITY

Policy & Identity allows customers to choose the required level of authentication and authorization, request specific updates through particular channels, and set personal preferences:

- Security and access management
- Home page personalization
- Thresholds and limits
- Alert and notification settings

PROBLEM & INQUIRY MANAGEMENT

Problem & Inquiry Management provides opportunities for convenient, time-saving, online query and dispute resolution, from initiation to final notification:

- Inquiry submission, status tracking, and escalation
- Problem and complaint submission, status tracking, and escalation
- Online service desk assistance

BENEFITS

NetCracker's Customer Self-Service enables CSPs to:

- Cut OpEx by reducing or eliminating costly CSR phone calls and in-person interactions
- Deliver personalized customer experience and increase loyalty
- Ensure faster and more convenient problem resolution
- Reduce time to payment through facilitated replenishment and automated query management
- Increase revenue through targeted marketing, up-selling, and cross-selling
- Reduce time to cash and cost of sales for new services

NetCracker Technology Corp. 95 Sawyer Road, Waltham, MA 02453 USA Tel. +1-781-419-3300 www.NetCracker.com
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