



Worldwide, over 1.5 million smart devices are activated each day.

Smartphone penetration in the US will soon reach 50%.

A mobile subscriber calls for support 4 times a year.

Smartphone support calls take 30% longer to resolve than feature phone support calls.

activeCare2 reduces call escalations, improves first call resolution (FCR), and positively impacts net promoter score (NPS).

activeCare2



Life in the twenty-first century is always-on, connected, and mobile. Everywhere you turn, consumers expect their mobile devices to provide instant access to the people, places, and things that matter. And when a device doesn't perform, you can count on consumers to demand a quick resolution.

It is a dangerous situation for service providers. In the previous era of feature phones, customers primarily had questions about billing. In the current era of smartphones, customers have new questions about services and functionality. As a result, smart devices are driving more calls into the care center, and these calls are driving an increase in call complexity, length, and cost.

Given this reality, mobile operators must equip their call centers with the right technology, one that:

- streamlines the customer care experience and guides calls to resolution
- empowers agents to resolve issues quickly, completely, professionally, and with confidence
- positively differentiates the quality of customer care provided to mobile subscribers

Fortunately, such a solution exists. That solution is innoPath's activeCare2. Using activeCare2, a secure over-the-air activeLink is established between the subscriber's smart device and the innoPath server. This activeLink enables the agent to remotely inspect, diagnose, and fix the subscriber's device.

Subscribers see their devices effortlessly serviced. Agents escalate fewer calls and enjoy improved first call resolution. Mobile operators see reduced costs associated with customer churn and frontline care. And all this happens when mobile service providers implement activeCare2—when they choose to partner with innoPath, a lifeline for a mobile world.

In December 2011, Flurry Analytics revealed that Apple and Google were activating 1.5 million devices each day. On Christmas, that figure jumped to 6.8 million. And every device that is activated will require some level of support during its lifetime. Are you ready to meet this challenge?

innoPath's activeCare2 is a battle-tested and proven solution used by global Tier 1 mobile operators and device manufacturers to serve tens of millions of transactions annually.

Eager to learn more? Let's take a closer look at the benefits driving customers to innoPath's activeCare2 solution.

1. Dramatically reduce call escalations to Tier 2 and improve first call resolution (FCR). innoPath believes that smart device issues can be solved by one customer care agent in one support call. This is the “One Agent, One Call” promise of activeCare2. Using activeCare2, the process of diagnosing and fixing a device follows a predictable script. As a result, fewer calls are escalated to the second tier of support, and more issues are fixed completely on the first try.
2. Delight care agents by giving them a tool they can use. activeCare2 was designed with a Tier 1 agent’s needs in mind. Training takes less than an hour, adoption is quick, and agents want to use the tool because it gives them the insight and power required to handle calls quickly and professionally. Using activeCare2, an agent has instant visibility into the applications, firmware, performance, and connectivity of a subscriber’s device. The agent can view and correct device settings such as internet connectivity, and control device capabilities such as Bluetooth and screen brightness. By choosing activeCare2, every agent in the call center is empowered to deliver a superior frontline care experience.
3. Delight consumers by giving them an app that provides reassurance and a helping hand. Using the activeCare2 app, the mobile subscriber can repair a broken internet connection, place an “Express Call” to the care center, and rate his support experience. Whereas most surveys are opt-in, lengthy, and a follow-on to the original support call, the activeCare2 app asks one simple question at the end of each support session. The experience is seamless.
4. Improve net promoter score (NPS). When a subscriber’s issue is addressed by one agent in one call, quickly and professionally, net promoter score increases. Additionally, by using the activeCare2 app to rate the support experience, mobile service providers can expect to see a more accurate NPS—data is gathered seamlessly from a larger group, and not simply from self-selecting customers who are motivated to express an opinion.
5. Keep it simple and strategic with SaaS. With activeCare2, delivered in the software as a service (SaaS) model, there are no initial overhead costs; no need to invest in additional hardware, software, or data center staff. In addition, the annual subscription fee to activeCare2 is an operating expense rather than a capital expenditure, freeing mobile operators to pay-as-they-go and grow. activeCare2 can also be integrated into a mobile operator’s environment in a few weeks. The only integration touch point is to an SMSC gateway, and innoPath can provide SMS aggregator services if an SMSC gateway is not readily available.

simple. speedy. strategic. SaaS-based.

Deliver superior frontline care and improve the bottom line by leveraging an **over-the-air** activeLink between the subscriber's smart device and the innoPath server.

Rely upon activeCare2, a **hassle-free and reliable** SaaS that is ready to meet and **grow with your needs**.

Partner with **innoPath, a best in class provider** who has been managing mobile devices since 1999.

innoPath provides the strongest foundation to ensure world-class customer care for mobile subscribers. Contact us today and find out how innoPath can become your **lifeline for a mobile world**.



About innoPath

innoPath technology drives the support and care of mobile devices in an always-on world. Using mobileUpdate and activeCare2, mobile operators and device manufacturers update, diagnose, and fix devices over-the-air. The benefits of using innoPath technology include avoided device recalls and returns, reduced incidence of support calls, improved first call resolution for issues related to Android and iOS devices, and increased subscriber satisfaction.

Headquartered in the heart of Silicon Valley, innoPath is a lifeline for a mobile world for mobile operators and device manufacturers around the globe. innoPath's customer list includes Verizon, KDDI, China Telecom, Tata DoCoMo, LG, Nokia, and Samsung, among others.

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