

## Case Study

# How Sicap Self-Help fills the config gap.

### Device configuration challenges

- Up to 23% of devices in use in a network do not support automatic, over-the-air configuration. This has led to higher support costs for wireless operators, with many calls for a small number of recurring queries. Other consequences are underachievement in revenues from services and a substantial increase in no-fault phone returns—devices that consumers have returned saying they were defective when in fact they weren't.

### How subscribers behave

- Subscribers may simply not make the effort! Almost 68.6 percent of customers do not use their smartphone's advanced services. Before dialling their call centre hotline, over 40% of subscribers first look for a solution on the Internet.

*(Findings from a global survey by analysts 'Heavy Reading' with 55 wireless service providers)*

### Operator Requirements

- A Web-interface for subscribers to access FAQ help files for their particular device. There should be regular content updates based on consolidated feedback from call centre agents.
- Step by step help-files with high-quality pictures for call centre agents to walk-through configuration processes when on-call with subscribers.

## Sicap solution

**Sicap** proposed a solution containing detailed help files to diagnose, configure and troubleshoot issues on the 50 best-selling devices which cannot be configured automatically (OTA).

Features :

- Device screen shots for easy recognition of menus
- Intuitive search engine
- User-friendly GUI with management of top 10 help files, filters and filters.

## Precision and evolution

- Regular Device Resource Base (DRB) updates with administrator management of help-files.
- Advanced reporting, with keyword popularity, statistics on number of views per device, per problem etc.
- In-house or in SaaS mode.

## Top hotline issue - No Internet Access.

The subscriber calls the hotline because he cannot get an Internet connection on his new smartphone. The customer care agent cannot get the device characteristics OTA so advises the subscribers to type in the USSD string to get the IMEI of the device. The customer care agent identifies the device model and types the keyword "internet" into the intuitive engine of the self-help file associated with the device. Pictures of the device parameter menu enable him to give step by step instructions to the subscriber on how to configure the Internet connection. He can also send the link to the device help file in question on the operator portal. The subscriber now has an Internet connection and a tool to guide him through any other configuration processes.