



LEVERAGING MOBILE AS THE NEXT CUSTOMER CARE CHANNEL

A WHITE PAPER



PROVIDERS' MOBILE APPS ARE MISSING A CRITICAL PIECE: INTEGRATED CUSTOMER CARE

The explosion of smartphones—and the countless applications that can be downloaded and used on them—has dramatically changed the way people live, work and play.

Millions of applications have been developed for smartphones in the past three years alone—and forecasts put continued growth of the mobile app market at staggering rates.

Many cable and satellite providers have jumped into the mobile world by introducing mobile applications to their subscriber base—offering content and other services to build customer loyalty directly from a subscriber's smartphone.

So far, these applications have heavily focused on content delivery. But there are key opportunities to build customer loyalty that go beyond remote show programming and content downloads.

What's missing from many providers' mobile strategy is the integration of key customer care functions. As more subscribers use their smartphones to research customer care related topics, providers must tailor the user experience to also address customer care needs.

WHAT'S POSSIBLE IN MOBILE CUSTOMER CARE

Smart phone adoption and the ongoing advancements in mobile operating systems has enabled consumers to use their phones like mini personal computers, creating new opportunities for businesses to extend their brand to the mobile phone.

A Google survey found that more than 81 percent of smartphone owners use their phone to browse the internet, and that 93 percent of smartphone use actually occurs in the owner's home.

This trend gives cable and DBS providers an advantage, creating an always on, immediate and local connection between subscribers and the brands they already interact with.

“THE LATEST WAVE OF TECHNOLOGIES EMPOWERS COMMUNICATION SERVICE PROVIDERS TO INTERACT WITH THEIR CUSTOMERS IN NEW AND MEANINGFUL WAYS VIA THE MOBILE PHONE.”



Mobile eCare creates even more ‘stickiness’ with innovative features, including:

- **Extended account management functions.** More than 40 percent of inquiries into the call center are associated with billing inquiries. The mobile channel provides yet another way for customers to interact with you in a more effective, less costly way
- **Touch, type and talk features** create a richer customer experience and enables an easier interaction that is particularly suited for mobile phone users
- **Connect-to-agent call routing features** that make it simple for users to directly contact the call center by bypassing IVR menus, while keeping the context of the conversation on the app present
- **Notification services** that enable providers to proactively reach out to customers regarding billing notices, appointment reminders, support alerts and account plan changes and enhancements, through a single notification system to their mobile device
- **Support and troubleshooting help**, including locate and map-to nearest payment or service center and initiate broadband modem and cable box resets with the click of a button
- **Customer surveys and feedback options** that enable subscribers to give immediate feedback to their provider, or encourage subscribers to link to their social media presence

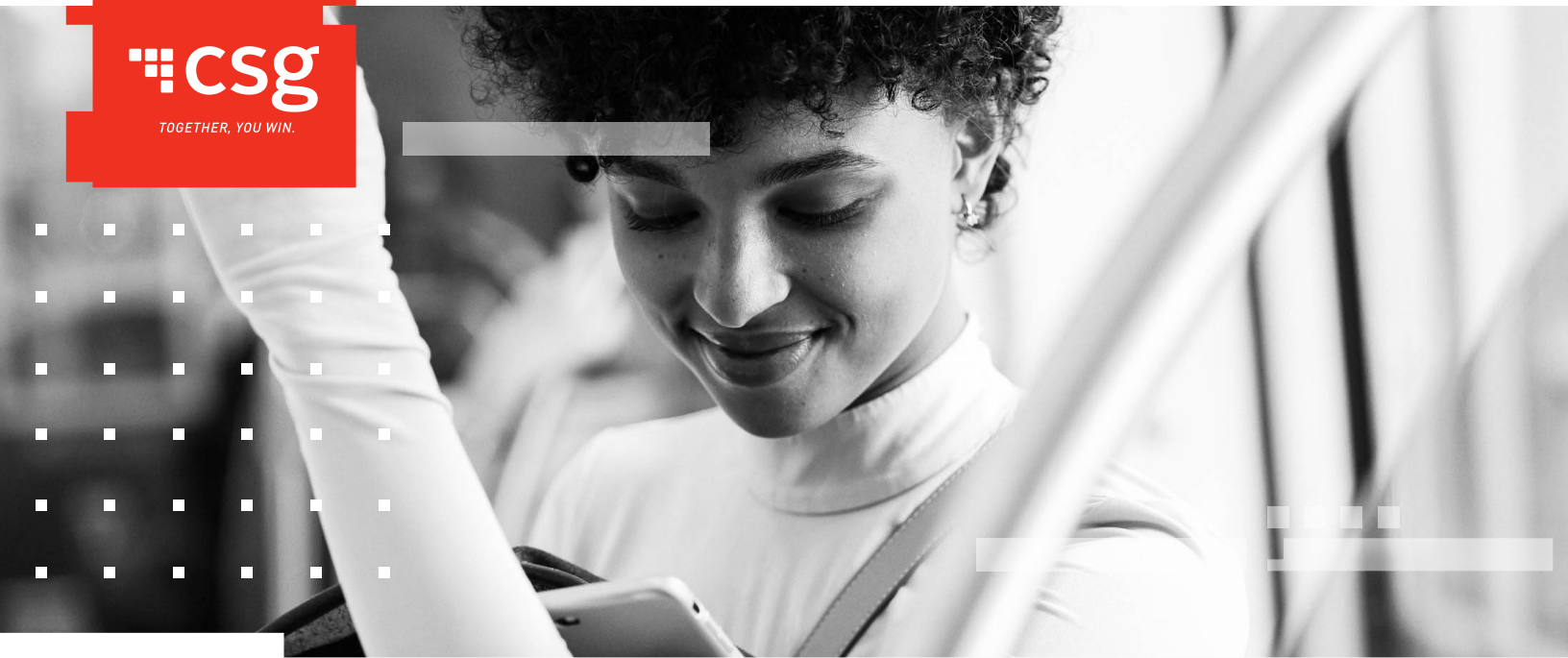
MOBILE SELF-CARE EMPOWERS CUSTOMERS TO PAY THEIR BILLS, ACCESS ACCOUNT INFORMATION AND EVEN UPGRADE SERVICES WITH THEIR SMARTPHONE. THIS NEW FUNCTIONALITY WILL CREATE DYNAMIC AND EFFECTIVE CHANNELS FOR CUSTOMER INTERACTION.

INTEGRATING MOBILE CUSTOMER CARE

Providers must think of the mobile phone as an extension of their brand, delivering a whole host of services and customer support options.

For example, let’s say a provider has created a mobile app that allows its subscribers to access features of their service, as well as options to pay their bill, ask for support or find account information. From the bill payment screen, mobile subscribers can view their last payment, see the current balance and due date, and have the option to immediately make a payment. Should they need to, they can seamlessly connect with a call center agent.

These customer care features are directly connected to the provider’s existing billing and customer care systems, creating a real-time interaction. In addition, the mobile care platform is integrated with ordering and provisioning applications in order to support service upgrades and new connects as new service offerings are delivered to market.



This gives operators a significant advantage in suggesting more personalized offerings based on a subscriber's known account settings and preferences.

With this type of integration, providers are assured that all changes a subscriber makes to their account via a mobile device are reflected immediately in their back office systems—just as they are when a subscriber pays their bill via the call center, through email, at kiosk locations or online.

CSG's POINT OF VIEW

No doubt, the mobile phone is an important place for CSPs to build loyalty and increase revenues by creating a centralized interaction hub for subscribers.

A critical next step in the provider's mobile strategy is the integration of key customer care functions. By incorporating customer care into their mobile app strategy, CSPs will continue to enhance the customer experience while also lowering costs.

As they consider systems that support mobile customer care, CSPs will want to:

- **Integrate customer care functions into their existing mobile applications.** To further enhance the customer experience, providers should consider integrating customer preferences for paying their bill, accessing account information and even upgrading service all through their mobile device—just as they do on the PC
- **Focus on the high-call volume items first, and build out from there.** You will never replicate everything a call center agent can provide, but shifting call volume by as little as 1 percent can produce significant call savings
- **Integrate mobile eCare functions with critical back office systems**—including CRM, OSS and BSS systems. This integration is key in providing an enriched mobile customer care experience and maintaining a 360-degree view of the customer regardless of how they interact with you



- **Deliver the same kind of real-time** customer care information that is available in the call center to the mobile phone. Customers expect seamless service and a seamless experience, regardless of communication channel
- **Use the mobile communication channel** as a means to create stickier relationships by tying in with other social media strategies to stay up-to-date on the tone of your customer base
- **Be proactive.** Reduce call volumes directly by having proactive communications with your customers. When events happen, don't wait for them to call you, let them know of the event and what to expect. The mobile channel enables a powerful delivery method
- **Leverage the interaction to drive new product sales.** Present special promotions online targeted at the consumers to help drive adoption
- **Drive adoption** through various, integrated communication channels like QR Codes on the printed statements and links on your outbound email systems
- **Integrate with the other mobile application initiatives** underway so it becomes part of a larger ecosystem that your consumers are comfortable leveraging
- **Cross-sell advertising** on your mobile platform that is relevant and can generate revenue (premium cable might pay for advertising, especially if you could offer a fulfillment strategy)

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).