



MOTIVE SERVICEVIEW FOR MOBILE

RELEASE 2.1

- **Expand your view of the mobile ecosystem**
- **Resolve problems before they happen**
- **Create new opportunities to engage customers**

Motive ServiceView for Mobile builds a simpler and better customer experience around the mobile device. This solution empowers service providers to pursue a holistic customer experience management vision by combining capabilities like device activation, comprehensive care services and big data analytics. Using ServiceView for Mobile, service providers can reduce costs while turning customer experience into a differentiator that secures customer loyalty and unlocks new engagement and monetization opportunities.

MOBILIZE THE CUSTOMER EXPERIENCE

The broadband revolution has gone mobile. The device is now the center of customer engagement. Service providers know that an improved mobile customer experience is a prerequisite for business success. But service providers have big questions: How do we manage the growing complexity of mobile? How do we exceed customer expectations and differentiate our brand? How do we drive mobile data revenue?

Mobile customers expect simpler experiences. But the mobile ecosystem is becoming more complex. Service providers have to handle thousands of permutations of devices, operating systems and applications, and a mobile network that now includes 3G, 4G LTE small cells, femto and Wi-Fi. To manage complexity and keep customers satisfied, service providers have to see and control the entire mobile ecosystem.

Remove complexity to empower customer care

Service providers need agent-assisted and mobile self-service care that simplify the customer experience. Motive ServiceView for Mobile removes complexity by combining end-to-end visibility with diagnostics that pinpoint and resolve issues across devices, applications, networks and back-office systems. It eases the customer journey with a care interface that combines consolidated data with standardized workflows to guide CSRs and customers through problem resolution processes. These workflows can be reused for agent-assisted and self-service care. With ServiceView for Mobile, service providers can empower customer care to reduce costs, speed problem resolution and improve the customer experience.

Be proactive with brand perception

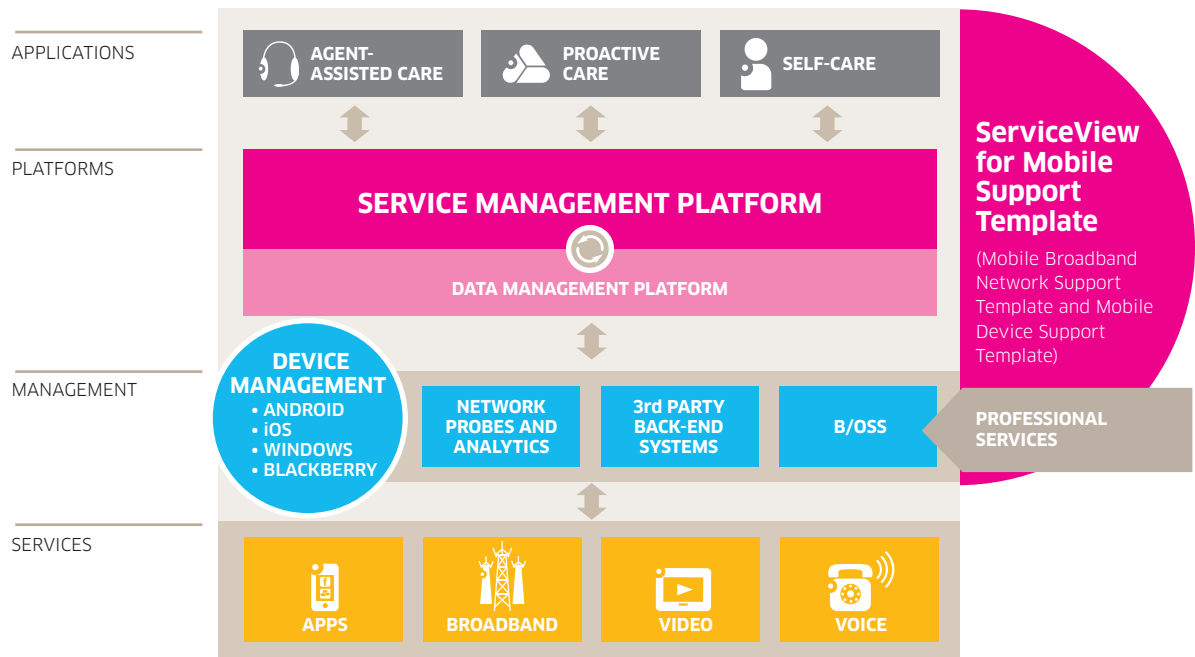
Network stability defines customer perceptions of the service provider brand. ServiceView for Mobile improves these perceptions by enabling service providers to identify and resolve problems before customers notice them. It proactively captures and analyzes data from many sources and triggers actions to address emerging network, device, service and application issues. This approach reduces call drivers and call volume, helping service providers cut OPEX while boosting customer satisfaction and Net Promoter Score.

Optimize and monetize the customer experience

Service providers want to make the mobile device the main point of engagement with customers. ServiceView for Mobile promotes engagement by allowing customers to resolve service issues and consume new offers through a single unified mobile application. Its device and data

management capabilities help service providers optimize the customer experience across devices, operating systems and networks. These capabilities also help service providers create personalized offers that drive data usage and increase service revenue.

Figure 1. Motive ServiceView for Mobile



SOLUTION ARCHITECTURE AND COMPONENTS

ServiceView for Mobile supports fast, efficient deployment. Its modular architecture can plug into any service provider environment and address any business objective. Service providers can use its open framework to integrate with any B/OSS or network management system.

The ServiceView for Mobile solution combines a broad range of Alcatel-Lucent products to extend end-to-end visibility and control across devices, networks and back-office systems.

Motive Customer Service Console (CSC) helps service providers deliver better agent-assisted care. It gives customer service representatives (CSRs) the visibility, information and capabilities they need to quickly set up and manage new services and resolve service issues. This robust interface gathers customer experience information from multiple sources and applies pre-built workflows to make it easier for CSRs to pinpoint and correct problems.

Motive Self-Service Console (SSC) lets subscribers self-manage their mobile services without having to contact the help desk. It delivers automated service configurations over the air through an intuitive mobile self-care application. The SSC can be combined with the Genesys Voice Platform (GVP) to support multiple contact points, including IVR, web chat and e-mail. The GVP accelerates customer request processing by providing touchtone access to applications and speech recognition technology that supports conversational exchanges.

Motive Service Management Platform (SMP) makes it easier for service providers to define, publish and execute advanced service activation, troubleshooting and management logic across the mobile service delivery ecosystem. With Motive SMP, service providers can comprehensively define and normalize configuration settings and management actions for services and devices.

WDS Device Capabilities Knowledge Base offers a comprehensive library of device attributes and images. It accelerates problem resolution by giving the help desk instant access to device information.

Motive Data Management Platform (DMP) helps service providers use data to manage subscriber devices more effectively. Using Motive DMP, service providers can store large amounts of device-related data in a normalized view and get the analytics they need to create key indicators and personalize the mobile experience.

Motive Mobile Device Manager (MDM) helps service providers make the mobile device the center point of customer engagement. It removes complexity from mobile device management by allowing service providers to remotely provision, configure, update, manage and troubleshoot a wide range of mobile devices. Backed by the industry's most extensive device interoperability testing program, Motive MDM identifies device defects and ensures that all devices comply with service providers' certification requirements. With Motive MDM, service providers can reduce device management costs while ensuring that every customer enjoys an optimal mobile experience.

Alcatel-Lucent Wireless Network Guardian (WNG) uses network probes and analytics to give service providers a detailed view of the relationship between IP traffic, network loading and customer experience. With intelligence provided by WNG, service providers can troubleshoot performance issues that affect individual users, applications or devices.

The pre-integrated **Motive ServiceView for Mobile Support Template** simplifies problem resolution. The template offers proactive care that clears up issues before customers discover them. It lets service providers reuse the same workflows for agent-assisted, self-service and proactive care. It also makes it easy to create workflows and add templates to support new services. The template's extensive API support lets you add power to your workflows by building in capabilities from other systems and applications.

Professional services and consulting

Alcatel-Lucent backs the Motive ServiceView for Mobile solution with a complete professional services and consulting offer. This offer focuses on helping service providers identify, understand and meet their unique business objectives. Alcatel-Lucent's mobile operations and technology experts benchmark service provider capabilities against industry best practices and create action plans that deliver measurable, impactful improvement. With help from Alcatel-Lucent, service providers can create a mobile customer experience that exceeds customer expectations.

To learn more about Alcatel-Lucent Services, visit www.alcatel-lucent.com/services.

SOLUTION FEATURES

FEATURE	VALUE TO SERVICE PROVIDER
Unified CSR and self-service interface	<ul style="list-style-type: none"> Eliminates multi-system queries by giving CSRs a single diagnostics, troubleshooting and problem resolution interface that spans the service delivery chain Lowers help desk call volume by empowering customers to self-solve mobile broadband issues or get help through an intuitive mobile self-care application or contact channels like IVR, web chat and e-mail Integrates with Intelligent Call Routing to ensure that subscribers are always routed to the most suitable customer care resource
End-to-end network visibility and control	<ul style="list-style-type: none"> Consolidates, analyzes and correlates network and service quality data from network management systems to pinpoint problems that affect the customer experience Empowers CSRs with the streamlined toolset they need to diagnose, troubleshoot and resolve problems Offers an open framework that can integrate with existing B/OSS to collect and evaluate back-office system information
Standardized problem resolution workflows	<ul style="list-style-type: none"> Reduce average handle time (AHT) and increase first call resolution (FCR) by guiding CSRs and customers through diagnosis, troubleshooting and resolution processes Reduce complexity with templates that use predefined user interfaces, workflows and data source adapters to address top call drivers
Proactive support use cases	<ul style="list-style-type: none"> Capture and analyze data from multiple sources and trigger actions to identify and resolve emerging network issues Capture and analyze device data and trigger actions to identify and resolve issues caused by malware applications, firmware revisions and device settings
Enhanced device and data management	<ul style="list-style-type: none"> Optimizes the customer experience across devices, operating systems and networks Supports the creation of personalized offers that drive data usage and increase revenue Reduces AHT and improves FCR by ensuring that CSRs can accurately diagnose device configuration problems

SOLUTION BENEFITS

CHALLENGE TO SERVICE PROVIDER	HOW THE SOLUTION ADDRESSES THE CHALLENGE	ADVANTAGES OF ALCATEL-LUCENT APPROACH
Improve customer satisfaction	<ul style="list-style-type: none"> Helps CSRs resolve customer issues by ensuring that they have timely, relevant information from networks, devices and back-end systems Delivers proactive care that resolves problems before customers notice them Optimizes the mobile device experience to position the device as the center point of engagement 	<ul style="list-style-type: none"> Elevates customer experience and Net Promoter Score by decreasing AHT and increasing FCR rates Boosts brand perception by conducting periodic network health checks to ensure optimal service stability Manages the customer experience across all permutations of devices, operating systems, firmware and networks (including 2G, 3G, 4G LTE, small cells and Wi-Fi)
Increase operational efficiency and reduce costs	<ul style="list-style-type: none"> Standardizes problem diagnosis and resolution processes Implements proactive care and supports multiple self-care channels 	<ul style="list-style-type: none"> Lowers AHT and raises FCR rates with business intelligence that invokes workflows designed to improve care efficiency Drives call avoidance strategies and reduces costs related to agent-assisted care
Empower Tier 1 CSRs and enhance mobile self-service care	<ul style="list-style-type: none"> Presents critical troubleshooting information and targeted resolution actions to tier 1 CSRs and self-care applications in an easy-to-digest format Provides an intuitive interface that visually pinpoints problem root causes and guides CSRs through resolution actions 	<ul style="list-style-type: none"> Lowers AHT by giving CSRs and customers the data, analysis and processes they need to resolve support issues Minimizes needless escalation of routine issues to tier 2 and 3 support
Increase mobile revenue	<ul style="list-style-type: none"> Combines device and network data with analytics to support the creation of personalized service offers Uses device and data management capabilities to optimize the mobile customer experience across devices, operating systems and networks 	<ul style="list-style-type: none"> Increases revenue with targeted offers that make sense to customers Drives and monetizes data usage by making it easy for customers to use their devices to resolve service issues and consume new services

LEARN MORE

Winner of a 4G World “Best of 4G” award for 2011, the Motive ServiceView for Mobile solution helps service providers unite decision makers, organizations, processes and strategies around a single, end-to-end customer experience vision. For example, one tier 1 service provider has integrated ServiceView with more than 100 back-end systems. In this environment, ServiceView executes 100 million service operations and 4.5 million workflows each month.

Alcatel-Lucent understands mobile broadband. We offer global leadership in solutions that seamlessly manage fixed and mobile devices. Our Motive portfolio is the trusted choice of more than 250 service providers. In one single tier 1 environment, the portfolio manages 50 million devices, including 20 million LTE mobile handsets. The Motive portfolio manages 125 million devices worldwide.

Learn more about the Motive portfolio at www.alcatel-lucent.com/motive

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