



MOTIVE SERVICEVIEW FOR HOME

- See and control more of the connected home experience
- Create new opportunities to support and engage customers
- Resolve problems before customers experience them

Motive ServiceView for Home builds a better customer experience around the connected home. It enables you to execute on a holistic customer experience management (CEM) vision that combines device management and activation with comprehensive customer care and analytics. With ServiceView for Home, you can reduce costs while delivering a superior connected home experience that inspires customers to stay loyal and spend more.

OPTIMIZE THE CONNECTED HOME EXPERIENCE

To optimize the connected home experience, you need to understand and address it from the customer's perspective. For customers, the home is the network. It's an environment that promises compelling new experiences. But it's also one that constantly presents new complexities and challenges. The key to satisfying customers is to take on each of these challenges with a customer experience vision that spans devices, applications, services and the network.

ServiceView for Home lets you build a CEM vision that optimizes the connected home experience and brings you closer to customers. It expands your view of the connected home ecosystem, enabling you to deliver better agent-assisted and self-service care for home devices, services and the home network.

Create new opportunities to engage customers

The home has become an extension of the network, offering new ways to support and engage customers. ServiceView for Home offers self-care clients, applications and portals that make it easy for your customers to access, consume and get support for services from their home-connected devices. Its advanced analytics let you create personalized offers that drive new services adoption and increase revenue.

See and control more of the connected home experience

Your customers want a simple and consistent experience that spans every connection. You want to reduce costs by streamlining support processes. ServiceView for Home helps you deliver on both

by giving you an end-to-end view of the connected home experience. It provides automated diagnostics and troubleshooting that pinpoint and resolve common broadband issues. It complements this automation with applications that empower both CSRs and consumers to solve a wider range of problems.

Resolve problems before customers experience them

Network and service reliability influence customers' perceptions of your brand. ServiceView for Home boosts these perceptions by fixing problems before customers notice them. Working proactively, it analyzes data from numerous sources and triggers workflows to correct emerging network connectivity, device configuration, service performance and QoS issues.

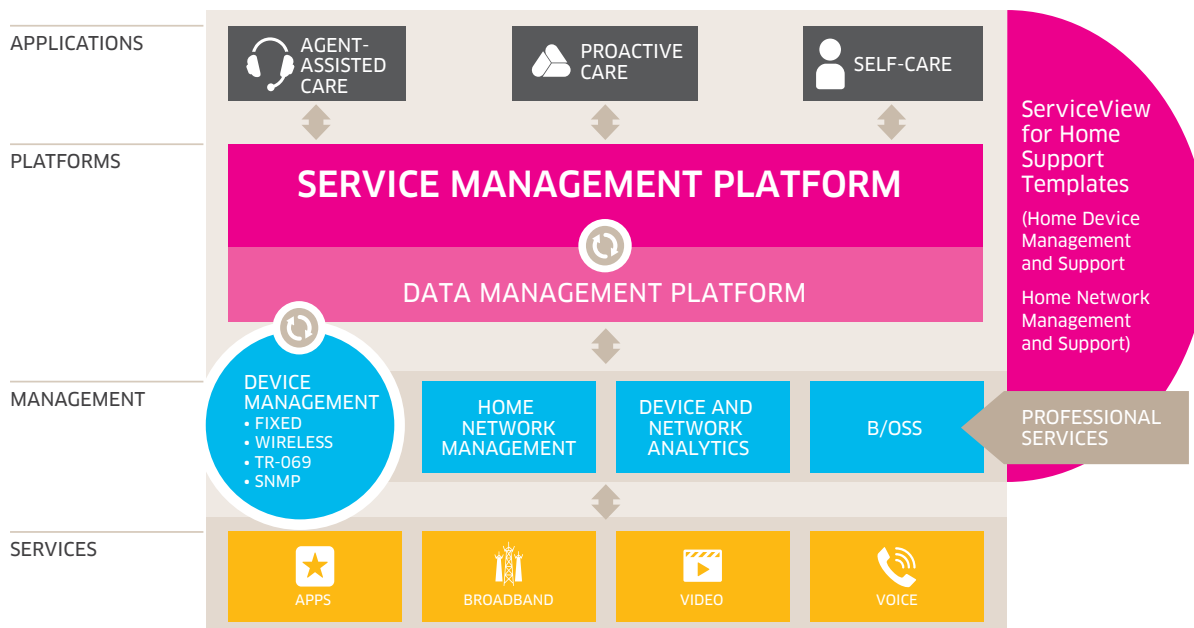
This proactive approach reduces call drivers and truck rolls, helping you lower operating expenses while improving customer satisfaction, reducing churn, and increasing your Net Promoter Score (NPS).

ARCHITECTURE AND COMPONENTS

ServiceView for Home 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

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

Motive ServiceView for Home: An end-to-end solution for the connected home



Motive Customer Service Console (CSC) speeds service setup and improves agent-assisted care. This simple interface combines unified customer experience data with standardized workflows to guide CSRs through problem identification and resolution.

Motive Self-Service Console (SSC) offers a web-based portal and mobile application that standardize the customer experience across fixed and mobile device platforms. It uses tight integration with Motive platforms, applications and device management capabilities to allow customers to access self care on any device. The result is a personalized, contextual experience for diagnosing and troubleshooting configuration and performance issues related to home LANs, devices, applications and Wi-Fi.

Motive Service Management Platform (SMP) makes it easy to create and execute advanced workflows for agent-assisted care, self-care and proactive care. It reduces average handle time (AHT) by automating problem diagnosis and resolution, providing instant access to device information, and coordinating management tasks across the service delivery ecosystem.

Motive Data Management Platform (DMP) uses data to manage subscriber devices more effectively. It stores large amounts of device information in a normalized view and uses analytics to personalize and optimize the customer experience.

Motive Home Device Manager (HDM) allows you to remotely manage the customer premises equipment – including home gateways, IP set-top boxes and VoIP adapters – that makes up a home networking environment. It supports the Broadband Forum’s TR-069 standard along with one-to-one and bulk device management, firmware management and zero-touch device activation.

Motive ServiceView for Home Support Templates give customers and CSRs the information they need to diagnose and troubleshoot fixed and mobile LAN devices. These pre-integrated templates reduce support calls with a self-help portal and client that let customers diagnose in-home service quality across many different devices. They improve customer satisfaction by streamlining escalation processes and supplying CSRs with real-time insights into customers’ home networks, device configurations and services.

Professional services and consulting
Alcatel-Lucent backs the Motive ServiceView for Home 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 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 customer experience that exceeds customer expectations.

To learn more, visit
www.alcatel-lucent.com/services/customer-experience-consulting

SOLUTION FEATURES

FEATURE	VALUE TO SERVICE PROVIDER
Customer self-support enablement	<ul style="list-style-type: none"> • Lowers help desk call volume by empowering customers with self-service technologies that enable them to engage directly with their service provider through self-care clients, apps, and portals • Improves first-time installation success rates and reduces support calls with guided activation and out-of-the box auto configuration of CPE and the home network • Enables consumers to self-troubleshoot and self-validate their home network configuration, settings and services in online and offline scenarios • Makes it simple for consumers to access, consume, and get support for services directly from their preferred home-connected devices
End-to-end visibility and control of the home network, connected devices and home services	<ul style="list-style-type: none"> • Pinpoints problems that affect the customer experience by consolidating, analyzing and correlating data from devices, applications, services and the network • Empowers CSRs with a unified console interface and a streamlined toolset for diagnosing, troubleshooting and resolving problems • Offers an open framework that can integrate with existing B/OSS to collect and evaluate back-office system information
Automated and standardized problem resolution workflows	<ul style="list-style-type: none"> • Reduce average handle time (AHT) and increases 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 and CX process optimization capabilities	<ul style="list-style-type: none"> • Perform periodic health checks on home network devices and services to proactively resolve issues pertaining to home network connectivity, device configurations, performance, and QoS • Capture and analyze data from multiple sources and trigger actions to identify and resolve both emerging issues as well as issues caused by home network and device misconfiguration

SOLUTION BENEFITS

BUSINESS CHALLENGE	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 connected home experience by recognizing that the home is the network 	<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 home network and device health checks to ensure optimal service stability Lowers OPEX by reducing the number of call drivers and the need for customers to engage care agents
Increase operational efficiency and reduces 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 self-care	<ul style="list-style-type: none"> Presents critical troubleshooting information and targeted resolution actions to tier 1 CSRs and self-care applications in a simple 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 broadband services revenue	<ul style="list-style-type: none"> Combines home network and device data with analytics to support the creation of personalized service offers Uses device and data management capabilities to optimize the connected home experience 	<ul style="list-style-type: none"> Increases revenue with targeted offers that make sense to customers Drives and monetizes service usage by making it easy for customers to resolve service issues and consume new services

LEARN MORE

Winner of the Stratecast | Frost & Sullivan 2013 Global Award for Product Leadership in CEM, the Motive portfolio helps service providers unite decision makers, organizations, processes and strategies around a holistic customer experience vision.

Alcatel-Lucent understands fixed broadband and home networking. 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, including BT, China Unicom, KPN, STC, Swisscom and Verizon. In one Tier 1 environment alone, the portfolio is integrated with more than 100 backend systems. The Motive portfolio manages 80 million access lines, 80 million broadband devices and 70 million mobile devices worldwide.

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

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