



Holistic Support Strategy



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Consumer preferences for support are shifting. In fact, **81% of all customers now attempt to take care of matters themselves before reaching out to a live representative.**¹ Mobile consumers expect self-serve options for support to be readily available in convenient channels with consistent answers no matter where they turn. Answers that are not tailored to their unique device and operating system are useless; support must be personalized for a successful resolution. Furthermore, customers no longer want to call into the contact center - ever, if they can help it. Instead, they desire visual, interactive solutions that offer them a frictionless experience, and even solve their problems for them when possible.

As a result of these major shifts, we can no longer look at the world of support from the mobile operator's point of view. We must consider consumer behavior and desires at every step.

There will be winners and losers.

Mobile operators who adapt to this shift in support behavior by owning the entire device support journey will win - and retain - customers' business while cutting real costs. The frictionless customer experience they offer will have a lasting impact on customer loyalty, as evidenced by the 72% of consumers who cited customer service as the reason they stick with a brand.²

Customers are four times more likely to leave a service interaction disloyal than loyal.

Mobile operators who ignore or fail to adequately invest in this shift to digital, self-serve support will see increasing customer churn *and* hard costs as they maintain traditional, labor-intensive support methods. With the increasing complexity and pace of change within device support, traditional support methods like knowledge base articles become obsolete before they are even published. This lack of adequate self-support tools only furthers the costly problem of customers calling in for assisted support, which means that these operators who don't adapt will be left playing catch up with their competition.

Consumers demand a frictionless, personalized and intelligent experience.

Let's take a step back and discuss the ideal support experience that your consumers desire. In a perfect world, the support experience is frictionless, personalized and intelligent.



FRictionLESS

Delighting your customers doesn't build loyalty; reducing their effort to get their problem solved does. And today, customers are four times more likely to leave a service interaction disloyal than loyal.³ Clearly, there is room for improvement.

Frictionless support means minimizing the effort required by consumers to solve issues, regardless of channel. Transfers between support channels are seamless and carry context from previous interactions to reduce the need for repeating information - a major consumer frustration. The ideal support experience is easy and frictionless for customers, and gives them the answers they need on the first contact.



PERSONALIZED

With the proliferation of smartphones and operating system versions, the possible combinations for device configuration are endless. Thanks to this device proliferation, many solutions have moved toward generalized models of support. But that's not what your customers need. With generalized support answers, one dead end or misstep can cause customer confidence in your ability to solve the issue to quickly erode.

Customers expect - and require - support that is tailored to their unique device and that gets it right every time. **Personalized support means that answers are always customized to unique device and operating systems, and never generalized.**

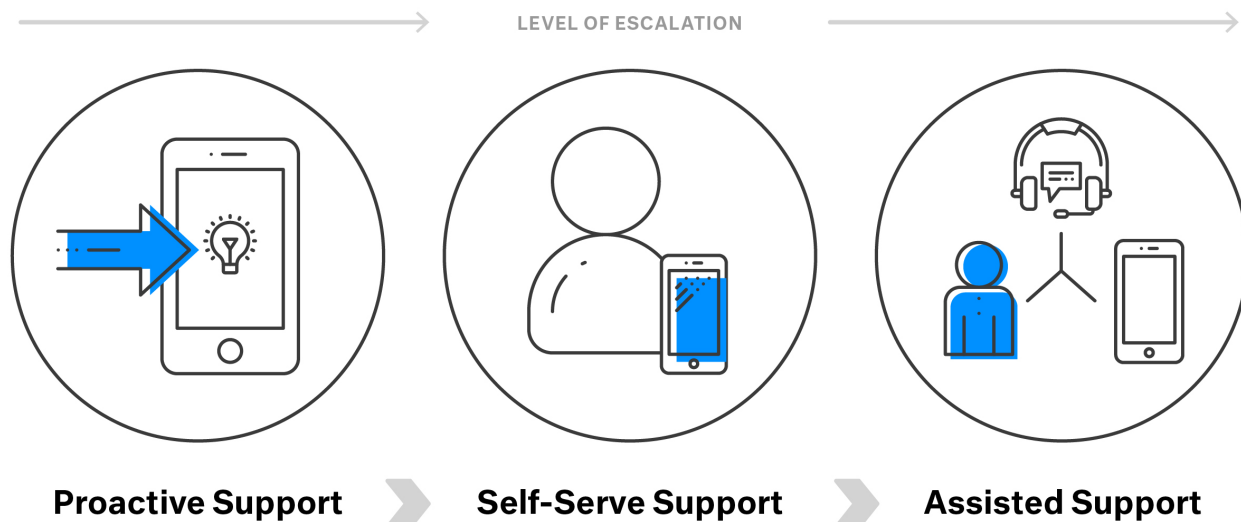


INTELLIGENT

As the number of available support channels increases, the customer journey seems to become more and more fragmented. Inconsistent answers from channel to channel cause frustration and a lack of confidence for your customers. In an ideal world, **answers to device support questions are always consistent regardless of channel, and always current with the latest updates pushed out in real-time.** Transfers between channels become seamless thanks to the intelligent capture of customer context that is transferred along with the customer. Furthermore, every unique support

interaction is leveraged as an opportunity to learn and improve the overall answer repository.

In order to provide a frictionless, personalized and intelligent support experience across all levels of support, mobile operators cannot focus only on one piece of the journey. They must broaden their view to the entire support ecosystem. Operators with successful strategies will own the entire journey outright: not only each level, but the transition between each level as well.



Presently this journey is completely disjointed and lacks customer context, leading to an experience full of friction and frustration. And worst of all, customers are coming to you today when it costs you significantly: in assisted channels. The problem is that all mobile operators, you included, are currently focused on self-support. To truly be successful and stand apart from the competition, your customers need to first **be aware that the tools exist for them to use** and secondly **be wired to use them**. That can be accomplished through the leveraging of both proactive and assisted levels of support.

Proactive Support

Adapting proactive support allows you to reach customers much earlier in the lifecycle of their device. It starts with onboarding them to a new device so they quickly get up to speed with its features and functions. It also means diagnosing potential issues before the customer becomes aware of them, and providing tools to resolve the issue before the customer has to take any action on their own. Proactive support is critical because it establishes the pattern of users coming to you for device questions early on and exposes them to your self-serve options.

Assisted Support

It may feel as though there is no role for the assisted channel to play with the prevalent shift toward digital models of support, but the assisted channel isn't going anywhere for years to come. Despite the inefficiencies many experience in assisted support, more than half of consumers still expect to interact with customer service over the phone in ten years.⁴ And more importantly, this channel is a huge strategic opportunity that mobile operators can leverage to:

Capture learning: Every interaction is an opportunity to capture the learning from the cognitive abilities of the agent and adapt those learnings to self-serve channels. Your agents are the very best at solving complex device support issues thanks to their expertise and experience - there is no one to better learn from. Harnessing the learnings from each individual support interaction in assisted channels allows operators to continually improve the quality of answers in their proactive and self-serve channels.

Rewire behavior: Your agents field millions of calls. Giving them the power to push self-serve tools directly to customers while on-call or in a chat session raises the awareness that these tools exist and encourages consumers to use self-serve options in the future. Each assisted interaction can now be turned into an opportunity to rewire consumer behavior to self serve for future issues.

With plenty of hype around the contact center dying, it is easy to dismiss assisted channels and place your focus solely on self-serve support. However, investing wisely in assisted channels unlocks and accelerates meaningful opportunities today across the entire ecosystem of support. A smart investment in the contact center today will lead to a winning support strategy.

Once customers know that your self-serve tools exist and are comfortable using them, they can now handle many device support interactions on their own. This will ultimately deflect calls from the contact center. This shift to digital, scalable self support will lead to significant cost savings and an increase in customer satisfaction as mobile operators enable their consumers to help themselves in frictionless, convenient channels. The importance of proactive and assisted channels in rewiring consumer behavior to self-serve support solidifies the need we discussed to view support as a holistic ecosystem, not separate departments, and focus on the broader customer journey.

This ideal world of support may seem impossible to attain, but with the right solution, it quickly comes into reach.

The Ozmo Support Cloud – an ecosystem for complex support

In order to get to a frictionless, personalized and intelligent support experience, certain core features are critical in a solution.

The unique feature set of the Ozmo support platform positions Ozmo as the solution provider able to bridge the gap between today's support experience and the future, ideal state of support.



Lifecycle support

Coverage across all app and OS updates for tailored support.



Extensibility

Answers can be utilized across channels for consistency and decreased friction.



Pre-launch availability

Devices are available at or before public launch for learning and education.



Ozmo API

Custom answer formats enable flexibility and personalization.



Ozmo Studio

Creation of custom answers added to the answers repository.



Send-a-tutorial

Agents push answers to consumers and rewire behavior to self serve.



Device mapping

Mapping every screen, app and feature enables personalized answers.

Verizon: A Case Study

In 2016, Ozmo generated **\$100M+** in quantifiable benefit for Verizon. This benefit is derived from significant call deflection from self-support tools, reduction in physical devices in the contact center and improvement in agent performance. These tangible numbers don't take into account the additional intangible benefits Verizon has realized, including increases in customer satisfaction and agent sentiment when using Ozmo's platform. These improvements provide a lasting, recurring benefit to Verizon's profitability.



13%

Product
Utilization

85%

Call
Deflection

1.5%

Improvement
in FCR

2,000+

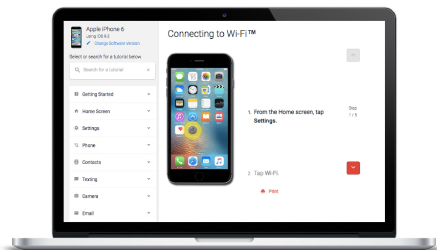
Physical Devices
Eliminated Annually

2%

Reduction
in NFF Returns

1%

Reduction in
Deactivations



\$100M+
Annual Cost Savings

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1 <https://hbr.org/2017/01/kick-ass-customer-service>

2 <https://www.zendesk.com/resources/building-customer-loyalty>

3 <https://hbr.org/2010/07/stop-trying-to-delight-your-customers>

4 <http://webassets.desk.com/static/ebooks/desk-customer-service-across-generational-divide-report.pdf>