



*mobile pioneering
sicap – simply your solution*

Self-Help

Sicap's Self-Help is a web-based service which offers a simple and efficient way for subscribers to resolve common smartphone usage problems. It is available as a customisable web portal interface or as part of an in-store kiosk installation.

It aims at exposing the most common complaints for each smartphone model and suggesting quick-fix remedial actions that the subscriber can carry out by himself. The quick and easy aspect of the web interface encourages subscribers to diagnose and check their smartphone before calling a help line, or deeming the device faulty and returning it.

The Self-Help interface has been designed to meet customer expectations in terms of appearance and ergonomics in order to deliver a superior end-user experience. The more compelling the web experience, the more traffic is driven to your website! The result is a 'win-win' scenario of satisfaction and reduced effort for the subscriber and the operator.

End-user benefits:

- Efficient online diagnostics and troubleshooting
- Enhanced smartphone performance
- Satisfaction of no-wait self-service
- Enhances experience

Operator benefits:

- Reduces support costs
- Reduces return of faulty devices
- Customer satisfaction and loyalty
- Encourages reflex to use operator portal
- Pools support expert knowledge into a common database
- Up-to-date diagnostic database



Self-Help

Operator challenges

Customer Care helplines are currently overwhelmed with queries related to smartphone problems such as poor usage experience, excessive battery consumption or services and features not working properly. In parallel, troubleshooting time of support levels 1 and 2 is constantly increasing, due to the complexity and sheer number of applications running on them. Subscriber frustration is also a well-known trigger of churn and extends well beyond the number of subscribers who call for help. **“For every customer who bothers to complain, 26 other customers remain silent”**, Bill Lee – Lee Resource Inc. With smartphone ownership growing by over 50% year-on-year, operators must make every effort to offer self-care tools for subscribers to diagnose and troubleshoot the most common usage issues. Many smartphone users already have the reflex of searching the web to diagnose and resolve issues, but need a simple and clear interface to guide them through the process. The challenge is to attract smartphone users to the operator portal in order to help them find solutions to their problem and turn the experience into one of self-satisfaction, with incentives to visit the portal again for other services and purchases.

The figures speak for themselves...

An average 3% of all handsets sold by an MNO are returned under guarantee, 10% of which are not even faulty and classified ‘No Fault Found’ (NFF). NFFs result from customer frustration and impatience and their return shipment can cost MNOs up to €50 per device in processing and administration costs, in addition to customer dissatisfaction.

How it works

Self-Help is run on sicap’s carrier-grade Device Management kernel, trusted by over 70 operators around the world. It features a regularly updated database, including device-configuration help files. Compiled from operator wish lists and close working relations with both operators and device manufacturers, all the most recent models and software versions of smartphones are included in the tool. Sicap’s Self-Help integrates seamlessly with your existing network and back-office infrastructure.

What our customers tell us...

“Compelling and intuitive self-care is of critical importance to us in today’s booming era of smartphones and tablet PCs. Due to the growing device complexity, customers are increasingly in need of in-depth start-up assistance and quite rightly expect everything to work from the onset. In cases where problems are encountered, Swisscom’s high level of service and support demands that we have the most modern tools available to efficiently and effectively solve the problem asap – completely to the customer’s satisfaction. Sicap’s Self-Help platform will enable our customers to first try to solve their device problems on their own via an informative, quick and easy-to-use portal – encouraging a ‘win-win’ scenario. Our customers love the self-satisfaction of having solved their problem by the quickest means possible – often through simply referring to our regularly updated ‘known device issues’ or ‘top 5 queries’. They can be up and running with new services in no time, and Swisscom saves on (often repetitive and) expensive support scenarios. Satisfied customers familiar with powerful Self-Help tools maintaining our exemplary customer-service levels is an integral part of the future support landscape for Swisscom”.

Markus Eberhard, Head of Customer Self-Care,
Residential Customers, Swisscom

How it looks

