



mobile pioneering  
sicap – simply your solution

## Device Management Centre

Make sure your subscriber devices work “out of the box” and always. The recent smartphone revolution has not only increased the number of calls to Customer Care, it has also lengthened the duration of each call and (alarming) increased the returned device rate by up to 40%. Many of these devices are not even faulty, but returned simply out of sheer subscriber frustration. Customer Care agents now spend longer handling device issues, due to the number of parameters to be taken into account before identifying root causes. A 30-minute call can completely wipe out an individual customer’s profitability and have a negative impact on customer satisfaction. **Sicap’s** Device Management Centre enables you to remotely manage and update mobile devices in your network, helping reduce the escalating cost of caring for smartphones.

**Sicap’s** Device Management Centre offers you:

- Live access to device parameters for OTA diagnosis
- Compelling and intuitive self-help tools
- Real-time performance and usage measurement for smartphone management
- Greater subscriber satisfaction and retention
- Cost-effective frontline Customer Care
- On-demand, dynamic market intelligence for targeted services
- Advanced application and security management on smartphones
- Regular and frequent device database updates



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## The figures speak for themselves...

- 75% reduction in Customer Care: A European operator serving 20 million end users reduced average Customer Care call duration from 20 minutes to five minutes by deploying self-care device configuration, saving 10.8 million Euros a year.
- 77% increase in ARPU: A European operator serving 2.2 million end users increased data ARPU from 4.4 to 7.8%.

## Greater customer satisfaction and retention

Our Device Management solution delivers a superior end-user experience. By enabling you to automatically detect and configure new devices over-the-air, end users benefit from high ARPU data services that work "out of the box". Service adoption is higher, as is end-user satisfaction. Simply plug and play! Additionally, **sicap's** Device Management Centre continually updates devices over-the-air, to deliver a seamless end-user experience, 24/7, 365 days a year, regardless of the device or location.

## Cost-effective frontline Customer Care

**Sicap's** DMC features a fully customisable self-care interface where you can list an automatically-generated top 10 known issues with devices. It also has a "Call Me Back" fallback option, self-printing of Returned Merchandise Authorization (RMA), including an RMA identification number, problem description, and address labels/bar codes. Frontline call agents are able to identify and diagnose issues more efficiently, leading to faster problem resolution. With end users able to check, fix and clean their devices themselves, frontline Customer Care costs are reduced, and the handling of returned devices is optimised.

## Always-on smartphone updates

**Sicap's** DMC now features a **sicap** agent for "always on" smartphone updating using http communication. The conferred ability of operators to monitor and efficiently diagnose potential issues on smartphones is a major step forward in improving QoS and reducing returns. It works by synchronising settings and applications retrieved over-the-air from the device with reference values on the server. The **sicap** agent also collects vital signs, such as available memory, battery life and activation of Bluetooth or WiFi for example.

## Seamless integration with existing network and back-office infrastructure

**Sicap's** Device Management Centre has open APIs and supports industry standard protocols within multiple network generations and is also available as a fully hosted service. We can even equip you to offer a full corporate Device Management service to your business customers.

## What our customers tell us...

*"We have achieved savings in our general public and enterprise Customer Care costs, while improving service usage and the customer experience in general."*

Philippe Léonetti, Inlife Management  
Department Director, **Orange**

*"The **sicap** platform is a reliable and scalable tool for us to progressively roll out seamless device management services. Our usage of **sicap** technology will not only set our customers devices, but notably enhance the targeting of our marketing offers."*

Petr Kavan, Service Manager  
**Telefonica O2**

*"**Sicap** technology is helping Vimpelcom streamline the device management process across the board. The ability to centralise and control all our member company platforms offers advantages in terms of consolidation and rationalisation for the Group."*

Ilya Axelrod, Head of Service Network  
Development Department, **Beeline**

## How it looks

