



*mobile pioneering
sicap – simply your solution*

Device Chooser

Sicap's Device Chooser enables your customers to select and compare new devices online, with true ease and simplicity. It is available as a customisable web service or as part of an in-store kiosk installation. The web interface look and feel has been designed to fully meet your customer expectations: stylish and visually appealing state-of-the-art graphics, intuitive and interactive pages including contact/feedback channels, and even social networking possibilities.

The Device Chooser features fully customisable selection steering in order to promote the devices of your choice. It also enables device promotions – for example by earmarking them on the interface or putting them top of list. It also features cross-selling options to promote accessories (bluetooth headsets, docking stations, carry cases, etc.), by displaying them beneath the picture of the chosen device.

End-user benefits:

- Choose from the comfort of your home
- Helps make the right choice of a new device based on recommendations and customer feedback
- Lists device features and attributes clearly
- User-friendly and attractive
- Enhances experience and is perceived as more objective

Operator benefits:

- Stimulates sales revenue
- Cost-effective self-care
- Greater customer satisfaction and loyalty
- Up-to-date device database service
- Seamless integration with existing network and back-office infrastructure
- Drives customers to your web portal
- Kiosk provides support to store staff

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Operator challenges

With millions of devices purchased every year from operator stores, it is hardly surprising that frontline store agents dedicate almost half of their time to pure device sales. While it is important to effectively promote devices in-store, frontline shop agents could reduce visitor waiting time or spend more quality time on other important shop activities if the device selection mechanism was optimised and automated. The choice of a smartphone is a prime example, with penetration now reaching “first-time buyer” customer segments, i.e. subscribers with little or no idea of what to look for when making their choice. 40% of customers search information on the internet before visiting the operator store or contacting Customer Care. The challenge is to offer customers a simple, user-friendly and compelling web experience in order to choose the right device.

Sicap’s Device Chooser

The Device Chooser provides clear, personalised information and targeted offerings. Customers can filter devices according to criteria such as price, brand, type of usage or other personalised filters. They can compare specifications such as battery life, weight, camera options, available accessories, and contract types for up to four devices at a time.

How it works

Sicap’s Device Chooser interfaces with sicap’s Device Knowledge Handset Database, a carrier-grade, low-latency back-end system proven in tier-one operator group networks. Sicap’s Device Chooser can be easily interfaced with existing solutions, and seamlessly integrated with network and back-office infrastructure. Updates of the device database are based on an established, industrialised sicap process, and can be achieved via a web interface in order to ease platform maintenance.

What our customers tell us...

“With today’s growing complexity of features surrounding not just smartphones but even the most basic feature mobile devices, the customer decision-making process in our shops is time-consuming, particularly in explaining comparative features and benefits, and often what the feature actually does. Even after extensive online research, we find our customers are becoming more and more confused and lost and in need of expert guidance in their handset and smartphone selection to match their individual needs (e.g. Business, online social networking, navigation, gaming, music, etc).

Through sicap’s Device Chooser, Swisscom is able to offer clear and intelligent online guidance for handset decision scenarios via an easy-to-use interface at the customer’s leisure, ensuring individual device taste, needs and functionality expectations are fully catered for in a convenient way.

With our multichannel approach, we can provide customers with a well-structured online portfolio presentation, thereby significantly increasing the chances of an online purchase. Should customers then still want to visit our shops to actually see the device, then we find they are already knowledgeable about its functions and capabilities and don’t need such time-intensive consultation sessions. This not only reduces our costs, but offers a more ‘balanced pressure relief’ on shop staff activities and customer waiting time at peak hours. Enabling a compelling and intuitive customer visit to our website is of paramount importance to the service quality we promise our 5 million customers. Swisscom’s ability to offer customers an optimized online sales platform is a significant step forward in further improving customer satisfaction and loyalty.”

Laura Lupu, Online Shop Manager
Swisscom

