

Helping people help themselves



Connection Centre Customer Self-help Software

emotum[™]

The Emotum Connection Centre

What is the Connection Centre?

The Connection Centre integrates monitoring, diagnostics & repair tools within an intuitive user interface designed to reduce the cost of customer support by helping people help themselves.

The Connection Centre is customer **self-help software**, custom designed for service providers to **reduce the cost of customer support** and **increase customer satisfaction**. The software integrates monitoring, diagnostics and repair tools within an intuitive user interface to assist customers to perform common tasks, search for answers to common questions and fix problems themselves without the reliance on support calls. In essence, the Connection Centre helps people help themselves.

The Connection Centre provides **context-aware customer care** incorporating sophisticated repair systems that operate seamlessly within the **behavioural flow** of the customers' actions. This is especially useful to non technical users, who make up the vast majority of customers in the mass market, as it hides the technical complexity and focuses on the **end-user experience**.

The Connection Centre is **device and network agnostic**; supporting all fixed-line, wireless and mobile broadband connection configurations. It supports service provider strategies such as multi-play, the digital home, mobile broadband, value-added offerings and free vs. fee customer support strategies.

The Connection Centre can be extended with additional functionality from the Emotum suite of software products, enabling a **customer care** and **marketing platform** for service providers. Emotum also offers **complete custom development** services if the standard software does not exactly meet your requirements.

Unique Selling Points



Designed exclusively for service providers - The Connection Centre has been deployed by service providers since dial-up. The software has continuously evolved to satisfy the needs of service providers and their customers.



Focused on customer experience - Our Human Centred Design (HCD) methodology ensures a personalised, positive customer experience. The Connection Centre provides market differentiation and helps compete on customer experience rather than price alone.



Reduces customer support costs - The Connection Centre provides a platform for customer care strategies, including customer self-help, free vs. fee, reduced call numbers, call times and Customer Service Representative (CSR) training.



Strengthens your brand - We want your customer to say good things about you. The Connection Centre makes your offering sticky, hence increasing the strength of your brand and reducing churn.



Improves customer intelligence - The Connection Centre can be used to collect important system, network and customer data to help service providers understand, segment and market to their customers more effectively.

The Emotum Connection Centre

Key Features & Benefits



Customer Self Service

Connection Monitoring, Diagnostics & Repair

The Connection Centre supports all customers, whether they are connected via fixed-line, wireless or mobile networks (or have multiple connections). A graphically designed connection summary provides an at-a-glance connection status and context sensitive tasks suited to the customer's current connection configuration. The software silently monitors the connection status and provides instant fixes or step-by-step guides to facilitate self service problem resolution.



Intuitive & Easy to Use

The Connection Centre is designed to fit seamlessly within the behavioural flow of the customer's actions. The software is easily accessible via standard techniques, such as start menu, tray icon, application bar or smart desktop icon. In addition, the software incorporates an intelligent desktop alert, which only appears when the customer is having a problem, not simply when a connection is lost. This re-active methodology avoids annoying, unnecessary user interruptions and pop-ups that can actually cause support calls, and is common in pro-active connection status only systems.



Compete on Customer Experience

Usability & design is the core of the Emotum ethos. Our Human Centred Design (HCD) methodology ensures a personalised, positive customer experience. Studies with our customers have shown a marked increase in customer satisfaction and brand loyalty directly related to using Emotum software. Differentiate your brand in the market place and compete on customer experience rather than price.



Reduced Operational Costs

Offline Troubleshooting & Repair

A core functionality of the Connection Centre is to get customers back online when they are not connected. This compliments online support tools such as helpdesk initiated diagnostics or remote management. Connection Centre provides a support link from the end-user to the service provider, facilitating an end-to-end customer support structure. The Emotum Fix-It-Now offline troubleshooting system detects when the customer is having a problem and pops up a desktop alert, prompting the customer to initiate a fix. The Fix-It-Now system then follows a step-by-step process, automating diagnostics and repair, to get the customer back online.



Fixes Current Problems & Solutions

When a customer is online, the Connection Centre provides a valuable resource as a first port of call for common problems and solutions. The Connection Centre lists the Top Support Topics, which are able to be rated and updated dynamically by the service provider. This dynamic help system means that the information provided to the customer is more relevant, increases success rates and increases the likelihood that the customer will reuse the application next time they have a problem. The Top Support Topics can

The Emotum Connection Centre

include Fix-It-Now! flows, common tasks (such as Wi-Fi set-up) or links to other online resources.



Context-aware Tasks

The Connection Centre provides quick access to common tasks that normally would be deferred to the call centre. The software educates customers how to perform these tasks, automating them if possible. In addition, the tasks are context-aware, based on whether the customer is online or offline, and their individual connection configuration. Common tasks can be customised easily and include:

- » **Wireless tasks** - including set-up, connection, wireless security, networking, troubleshooting and tutorials
- » **Speed tasks** - including speed testing, speed information, troubleshooting and tutorials
- » **Modem tasks** - including username and password, port forwarding and advanced configuration tasks
- » **Additional tasks** - including email set-up, browser settings, firewall information and a variety of other common tasks



Helpdesk Tools

Sometimes phone calls are unavoidable. When self-help is unsuccessful, the Connection Centre guides the customer to contact a Customer Service Representative (CSR), with recorded steps and plain language descriptions to help the CSR identify the next steps for problem resolution. In addition, the software contains a valuable set of advanced tools to assist the CSR to get the customer back online. The software maintains a single, consistent user interface for the service provider helpdesk. Support representatives don't need to learn various techniques for different operating systems and service packs. The Connection Centre provides one consistent place for all relevant tools on the customers desktop.



And There's More!

Extend the functionality of the Connection Centre with additional Emotum software:

- » **Self Install Kit (SIK)** - activation software
- » **Connection Manager (CM)** - mobile & wireless connection management
- » **Emotum Software Update System (ESUS)** - digital distribution & management
- » **Emotum Statistics & Reporting System (ESRS)** - network & customer intelligence
- » **Emotum Marketing & Notification System (EMNS)** - targeted ads & alerts

Why did we create this software?

As end-users ourselves we recognise the difficulties experienced with troubleshooting the myriad of connection problems that can occur on a day-to-day basis. We got sick of waiting in call centre cues, sifting through endless FAQ's and feeling useless - so we decided to do something about it.

As specialists in software design we also saw the opportunity for service providers to reduce support costs, lower churn rates and generate new revenues by providing the right tools to their customers.

At Emotum, we believe that new opportunities for service providers rely on providing customers with a good experience. We want to help make this happen.

About Emotum

Headquartered in Sydney Australia, Emotum Pty Ltd is marketing customised and localised fixed-line, wireless and mobile broadband software solutions in Europe, the Americas and Asia Pacific.

Our mission is to partner with its clients in the provision of innovative software solutions that solve the financial and technical challenges implicit in capturing and servicing the non-technical mass market.

For more information on this or any other Emotum software product, including case studies and product demonstrations please email enquiries@emotum.com