

SupportSoft
Redwood City, CA



Service Automation Suite for Broadband

➤ Subscriber Service and Support for High-Speed Data Service Providers

CUSTOMERS AT WORK

Three major US multi-system operators (MSOs) and one regional telecom operator served as the reference customers for SupportSoft. Common strategic objectives included:

- Acquiring, retaining and growing customers
- Adding customer-visible differentiation
- Lowering the cost of doing business

WHY SUPPORTSOFT?

SupportSoft helps high-speed data service providers acquire and retain customers by bringing them online smoothly, enabling quick and easy self-help, and providing alternative support options that build on each other. For customer acquisition, SmartAccess provides automatic PC system check and qualification, and self-installation of high-speed service with seamless escalation to assisted service. For customer retention, LiveAssist, RemoteAssist, SubscriberAgent and the Service Automation Suite's SubscriberCenter feature provide connected or disconnected support, a fast, easy-to-use portal, automated one-click fixes, and online communication and collaboration via email and chat. Service Automation Suite is a scalable, dynamic service infrastructure that automates, customizes and personalizes knowledge-enabled self-service and assisted service, and acts as the single point of integration for all customer service. It offers subscribers the right tools, information, resources and people to best address their needs.

COMPANY INFO

SupportSoft is a public company (Nasdaq: SPRT) with about 170 employees.

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www.supportsoft.com

BUSINESS IMPACT

Near-term value: Operators report that the SupportSoft Smart Access activation tool reduced cable-modem self-install times by 20% or more, while providing the foundation for a consistent subscriber experience over time. One MSO has doubled its subscribers while keeping call-center headcount and hold times stable. The portal deflects calls and the SubscriberAgent reduces call times by providing CSRs with information about the caller's problem. SubscriberAgent is a particularly big win because it addresses lost connectivity, which can account for more than 40% of support calls. Service providers have tested SupportActions, one-click fixes that can be deployed with a 90% success rate to correct simple problems that occur repeatedly, with strong results. There is potential for around 20 key SupportActions, each eliminating up to 1% of calls.

Enterprise innovation: With SupportSoft, service providers have a practical way to implement their plans for integration and standardization of service delivery. Broadband service providers are now positioned to cross-sell and to co-market partner offerings on a fast-moving, opportunistic basis. SupportSoft customers are excited about the prospect of offering value-added services, such as self installation of home networking services.

Technology gains: With SupportSoft Service Automation Suite, broadband service providers are mastering a feat of coordination akin to synchronized swimming for cats — delivering a utility-grade, "just-gotta-work service" to the world's most complex and error-prone consumer product, the PC.

SUCCESS FACTORS

Project strategy: With an executive champion driving alignment across marketing, customer care and IT, the stage is well set. Achieve your own vision and control your own destiny by taking managerial and technical ownership of the project to implement Service Automation Suite. Start with customer-facing systems. Involve CSRs in the design early on. Plan carefully for maintainable code. Allow time for integration, recognizing that legacy systems are more difficult to work with than SupportSoft's modern codebase.

Resources: A strong, internally well-connected project leader with a holistic understanding of your business is essential for success.

Skills: Key skills include visual design, client-side Java and ASP.

Fit: Customers say SupportSoft Service Automation Suite is essential for the broadband industry, and recommend SupportSoft technology to any company delivering PC-based consumer services.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.