SpeechCycle acquisition extends Synchronoss portfolio into Customer Self Service

Provider of self service solutions, optimized for the SP market, to reduce customer care costs by managing interactions traditionally handled by live agents, while at the same time enhancing the customer experience

- Leader in Communication Service Provider market with deployments at some of the largest service providers world-wide
- Proven self-service SaaS platform with over 1 billion speech recognition transactions
- Over 80M automated interactions handled each year
Synchronoss’ customers span across global markets in various industries. What our customers have in common is the desire to effectively keep consumers connected while providing excellent service and the best user experience possible. They know, with Synchronoss, their customers are receiving that quality.

Over 100 Million Devices supported by Synchronoss Platforms!
Blast from 3 years ago – smartphone distribution

December, 2009
Source: ComScore
Remember the main players?

Smart Phone Distribution

December, 2009
Source: ComScore
Synchronoss SmartCare Solution

Extends key services to the smartphone and smart devices to reduce support costs and improve the customer experience

- **Improves the company brand**
  - Introduces a consolidated touch point for customers to access company information and services
  - Provides competitive differentiation to improve customer loyalty and reduce churn

- **Enhances the customer experience**
  - Easier access to information through engaging and intuitive interface – utilizing text, touch and type
  - Differentiated customer experience – personalized interaction based on customer profile, history and preferences

Over half of smartphone users would prefer using a mobile customer service app to resolve service issues

Echo Research, September, 2011
How do customers want to interact?

- Pay my Bill
  Pay some or all of your current balance

- Bill Summary
  Review your last payment, current balance, and more

- My Services and Features
  View your services and package subscription

- Customer Service Appointments
  When's my Service Appointment?

- Product Support
  Get step-by-step help with products and services

- More
  See what else you can do...

No Notifications
Consumer Survey


80% stated a pre-installed app to communicate with their provider would be valuable.

Half of all calls to call center were educational or to configure the device or account.

- Technical – Device: 42%
- Account Configuration: 27%
- Device Configuration: 10%
- Training/Education: 12%
- Other: 9%
The right tool for the job

Over 60% who called felt they could have avoided the call if given better self-service tools.

Most consumers would use a mobile app for customer care issues:

- Information to manage account: 83.4%
- Updated usage information: 82.5%
- Answers to questions/resolve support issues: 80.6%
- Notify of important service reminders: 79%
- Tips to get the most out of device/service: 76.6%
- Inform on relevant promotions and offers: 71.2%
Smart Connect

- Tier 1 wireless provider
- Care app used as phone book
- App was **killing** them in the call center
What happened?

- Call Us
  - Mode?
    - Voice Search 58%
      - First Try?
        - No Results 46%
          - Continue Call
        - Self-Service Offered 54%
          - Continue Call
Customer results using SmartCare interface

- **Rapid launch in 4 weeks** (from project start to 1st live user)
- **Achieved 91%+ Accuracy** in identifying call reasons within 3 months of 1st use
- **51%** of current Users requesting to talk to an agent chose to use Self-Service options when presented
- **100% SLA** since launch
Key Takeaways

- As an industry, our predictions about the massive spread of smartphones were correct.
- 80% of smartphone users WANT to use a mobile app to self-serve with their digital service provider.
- 60% of the consumers surveyed felt that if a self-serve app did what it should do, they wouldn’t have to make a phone call in the first place.
- GUI around speech is critical. When buttons take up the majority of screen space, users will not choose voice or text search.
- Mobile customers using a care app will favor speech over freeform text.
- When relevant care content is presented to the customer, a marginal majority will choose to use it over going to a call center.
Thank You

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