

Touch, Text, Talk

lessons from production

The logo for Synchronoss, featuring a stylized blue DNA helix icon to the left of the word "Synchronoss" in a bold, blue, sans-serif font. The logo is positioned within a light blue cloud-like shape that is part of a larger circular graphic on the left side of the slide.

Synchronoss

April, 2013

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

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.

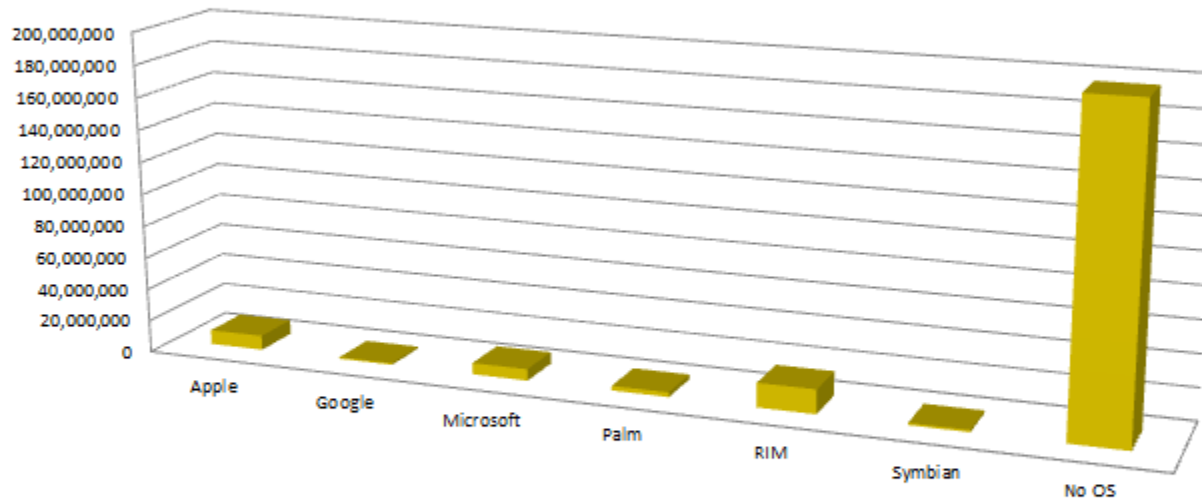


Over 100 Million Devices supported by Synchronoss Platforms!

Blast from 3 years ago – smartphone distribution

Dumb phones rule

Smart Phone Penetration



December, 2009

Source: ComScore

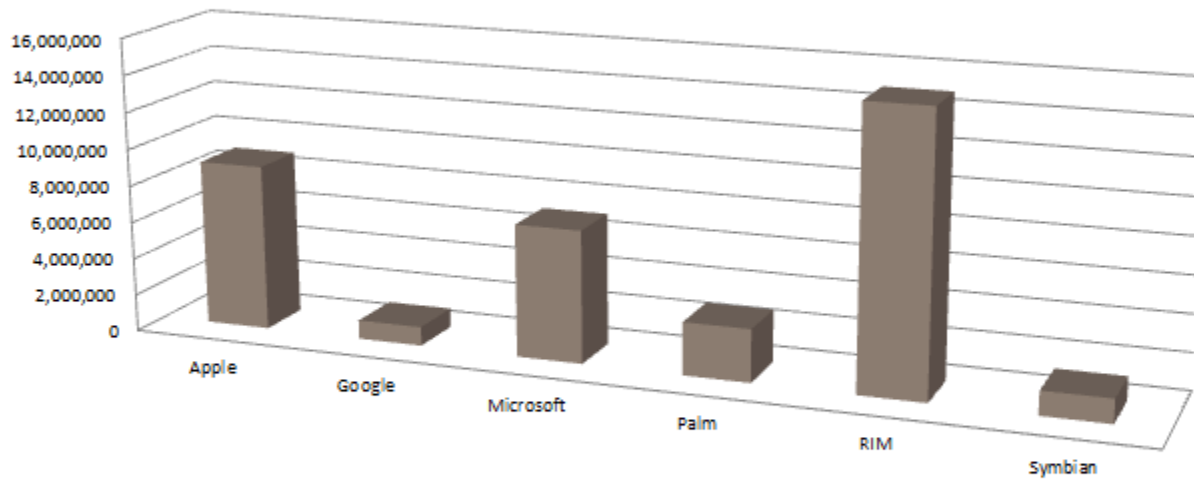
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SpeechCycle

Remember the main players?

Smart phones

Smart Phone Distribution



December, 2009

Source: ComScore

5

SpeechCycle

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**

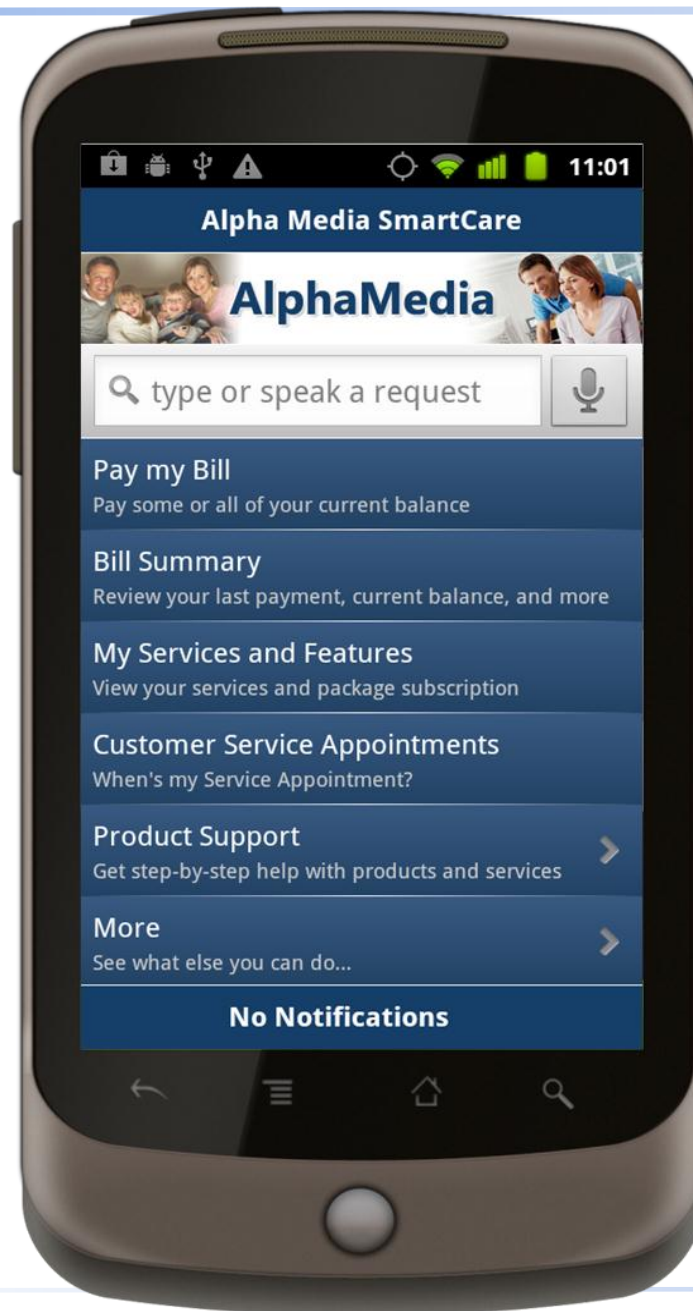
- Easier access to information through engaging and intuitive interface – utilizing text, touch and type
- Differentiated customer experience – personalized interaction based on customer profile, history and preferences



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

Echo Research, September, 2011

How do customer want to interact?



← 1.4%

Consumer Survey

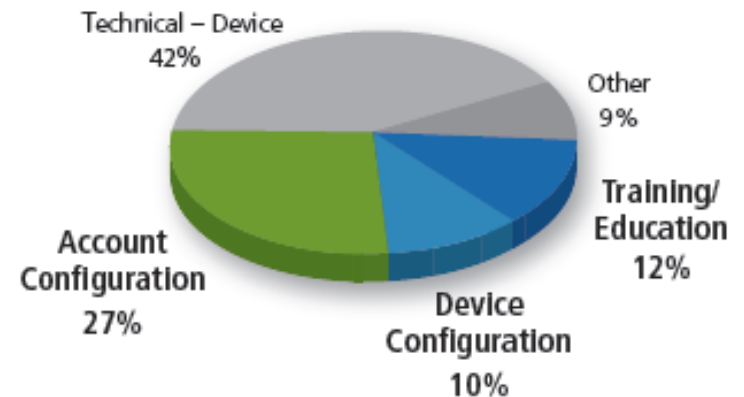
Synchronoss survey of 1000 smartphone users in United States on their customer care preferences.
Survey conducted by PowerFeedback between December 2012 – January 2013.

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

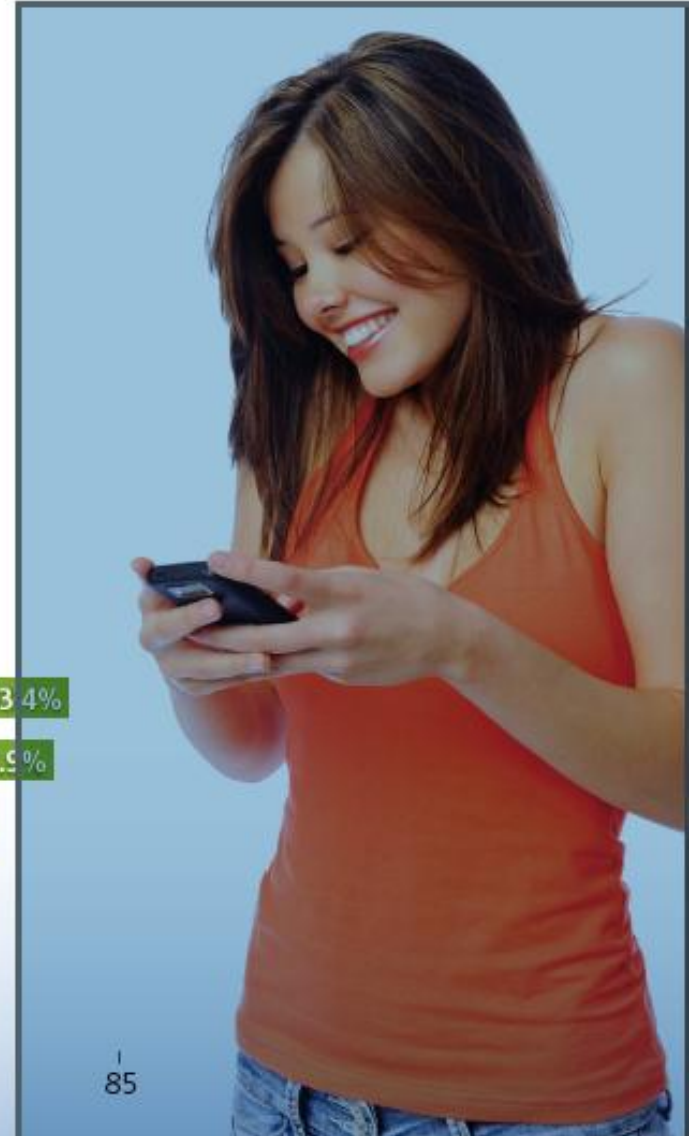
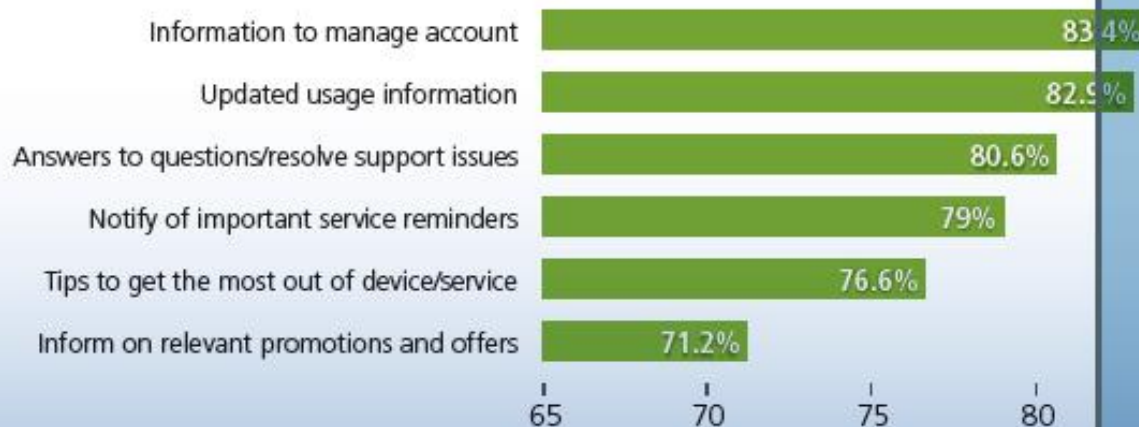


The right tool for the job

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

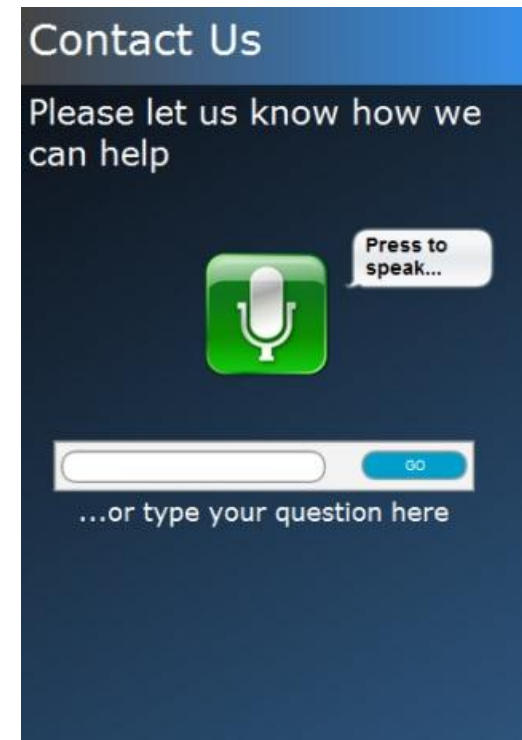
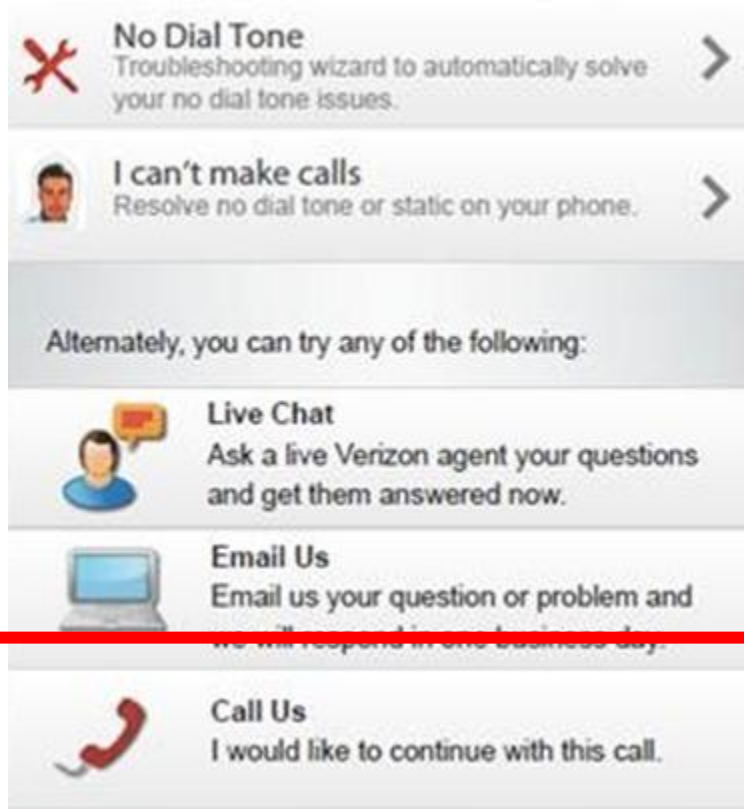


Most consumers would use a mobile app for customer care issues

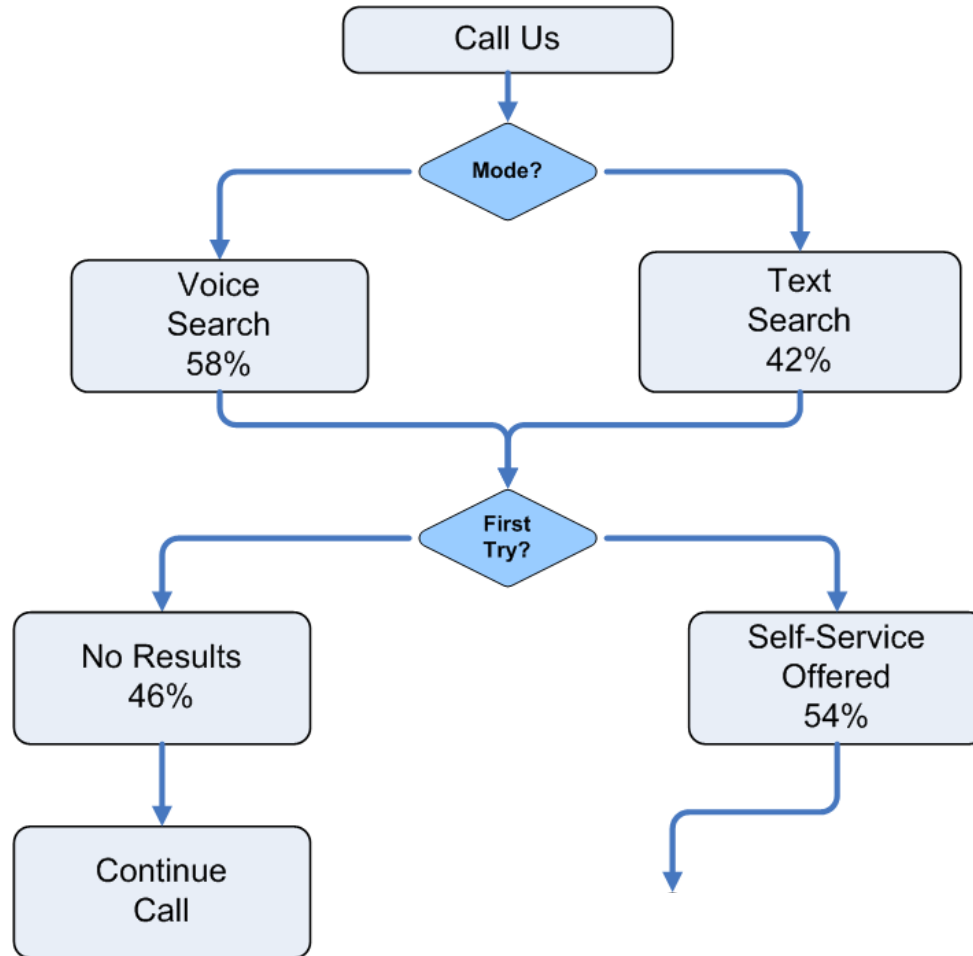
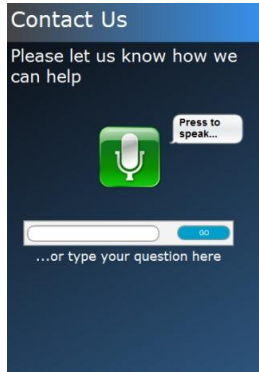


Smart Connect

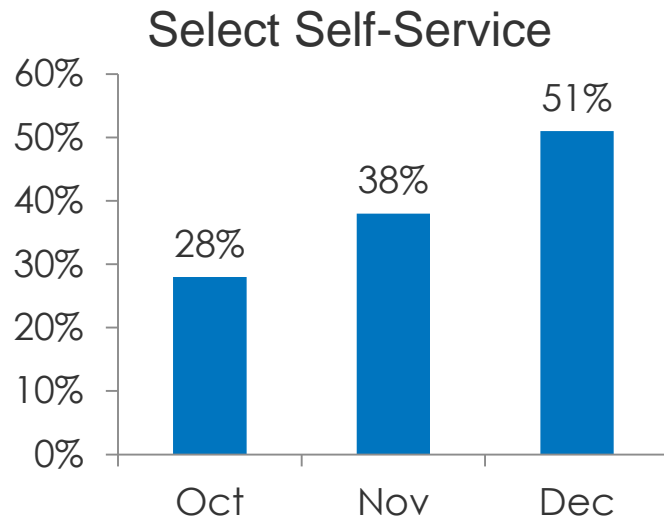
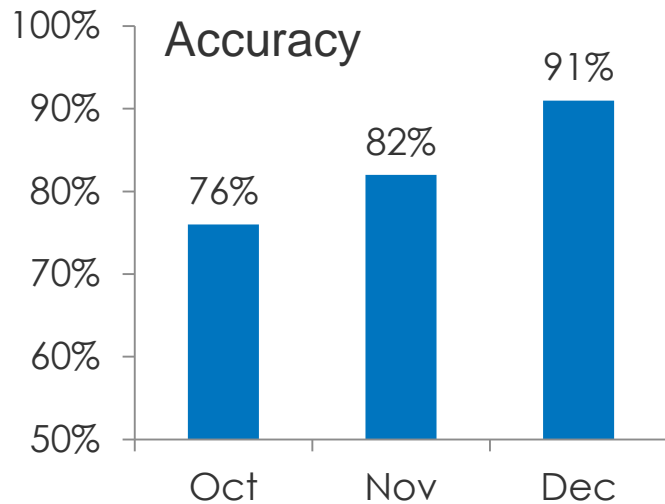
- ◆ Tier 1 wireless provider
- ◆ Care app used as phone book
- ◆ App was killing them in the call center



What happened?



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

Peter Krogh
Sr. Manager, Solutions Architecture
peter.krogh@synchronoss.com

Synchronoss Technologies, Inc.

