



Core Principles of Digital Device Lifecycle Management (dDLM)

1 Remote intelligence

Customers can address device issues and interact with the operator remotely, while frontline representatives can address customer concerns without needing them to come into the retail environment.

2 Device history awareness

Customers pick up where they left off between service channels, rather than having to start over or repeat steps, while frontline representatives get a clearer understanding of a device condition and past.

3 Consistent CX across channels

Service and support levels are consistent across all channels – from on device to online to store.

Efficiency at the Frontline

4 Reduced friction in customer service

Streamlined customer service engagements that allow for much faster resolutions and much more satisfying outcomes, leading to higher FCR rates and increased NPS.

5 Enhanced identification of new opportunities

Frontline representatives are empowered to identify customers who are primed for upsell on certain products or services, such as offering insurance to new BYOD customers.

6 Increased frontline rep. efficiency

Reduced slow, manual processes and time spent on care and more time spent on selling to existing and new customers, while also more efficiently managing device intake.

Better business operations and economic results

7 Increased revenue generation opportunities

Find revenue growth within your existing and limited new customer base by maximizing the potential of each customer's ARPU, such as insurance upsell, device upgrade or trade-in, or other plan add-ons.

8 Improved ability to reduced unnecessary costs

Reduce unnecessary costs when frontline members make smarter assessments at the point of service, such as reducing no fault found (NFF) cases in warranty exchange or deflecting a higher rate of support center calls.

9 Enhanced customer loyalty and trust

Customers feel more trust in the operator's brand with a streamlined and improved experience. In fact, 76% and 67% of U.S. and UK customers would stay loyal to an operator who applies dDLM practices.

Explore the full scope of what device intelligence is and how it can empower telcos to enhance business practices

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