

Don't React, Be Proactive:

Mobile Device Care Done the Right Way

Around 20% of customers will have a device issue annually. Carriers, both MNOs and MVNOs, tend to be reactive to these situations, resulting in a 20-point customer satisfaction drop. This is a churn risk, where competitors can swoop in. However, mobile operators can largely reverse this with proactivity – checking the device BEFORE a bigger issue arises and giving the customer options.

Bad

Reactive Troubleshooting with No Options



Customer visits the app unhappy with a device issue and looks for a solution.



Customer looks through static tutorials to solve the issue.



Customer has pinpointed the issue and has to search for a solution independently. If the problem isn't pinpointed, the customer calls support or visits a store for help.

Good

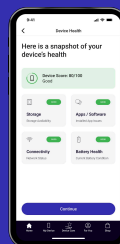
Proactive Health Checks with Alternatives



Prompts the user to run a health check test with push notification.



Device care journey initiated; app runs select diagnostic tests.



If a device issue is detected, customer is offered the appropriate resolution – repair, upgrade or settings adjustment. If the device is clean, offer device protection or value-added service.

MCE's on-device, in-app technology allows mobile operators to take control of the customer's device experience and turn device performance signals into brand loyalty.

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