

Device Max – OTA implementation at Aircel Mobile Data Services Help line.

Aircel is one of the top telecom operators in India. Aircel commenced operations in south India, where Aircel established its leadership and from there extended itself to the pan India operator. With over 50 million customers in the country, Aircel is a full-fledged national operator covering all 23 circles.

With markets exploding with more and more data oriented services, one of the most important tasks of a contact center agent is to assist subscriber to solve his/ her device configuration issues. Some of the observations are:

- Our experience shows that 35-40% of all enquiries to customer care are related to problems with incorrectly configured devices.
- Device Manager Success rate is just 50-60% (Subscriber not Found, Handset not Recognized, Service not updated). Subscriber is not able to receive automated settings.
- Currently available Device Managers in market do not support the latest Indian and Chinese Brands that already have a market share of around 35% in India.

Owing to deep understanding of customer pain points and expertise in the domain, Kochartechnosoft deployed its device management solution to resolve device enablement challenges. Device Max OTA gives contact center agents a highly functional and efficient interface that provides a cost efficient and reliable solution for remote configuration of data settings on mobile handsets.

Device Max – OTA is a turnkey solution with no integration required with client's network.

Solution Impact:

After implementation of the OTA significant results were seen. An average of 0.94 million OTA has been sent in 3 months (April, May and June 2011) and has resulted in significant reduction of around 16 seconds in average talk time of the Agents in various circles.

Key Benefits:

Marketing tool for new data services product launches

- Customized settings for specific campaigns leading to more revenues
- Segmented marketing reduces operational and support cost
- Reduces support call durations drastically
- No capital investment required
- Devices are configured smoothly
- Enhanced customer experience

Device enablement challenges:

- DM/ OTA Failures.
- High support cost due to high AHT (Manual Settings).
- High Support cost due to Repeat calls as customer calls for various issues of the same handset.
- High support cost and low Customer Satisfaction due to Failure in providing resolution to the problems due to settings and device complexity.

Device Max – OTA is available for over 50 handset manufacturers and supports all leading international manufacturers as well as unbranded handsets which are not supported by most device managers.

Device Max – OTA can be even be pushed to handsets whose IMEI numbers are not recognized.

Key Features: OTA allows you to push settings for:

- WAP settings
- Internet (3G / GPRS) settings
- MMS settings
- Email settings
- Bookmark setup
- SyncML setup
- Video streaming settings