



# Service Assurance: A Guide to NBBS and eCare

## Motorola NBBS device management platform:

Provides centralized service and device management for IP-based consumer premises equipment, including broadband gateways, modems, VoIP phones, Webcams, WiMAX devices, femtocells, and set-tops.

## Motorola eCare:

An on-demand, browser-based remote support application allowing support agents to interact, connect to, and control services and devices on the subscriber's LAN by remotely accessing the user's Windows® or Macintosh® desktop.

Everyone has experienced poor customer service -- the endless phone calls where you trek through multiple menus just to begin to address your problem, the agony of trying to explain what exactly is wrong with your system when you have no idea, the time wasted waiting around for a technician to arrive at your home to fix the problem -- and service providers are tuning into this ever-growing demand for service assurance in an effort to retain customers. Motorola's NBBS and eCare solutions can set service providers apart from the competition and this is the guide to them.

### Centralized Service and Device Management: The Opportunity for Service Providers

Motorola provides the professional service expertise to help service providers manage the end-to-end delivery of services to the connected home across different networks and devices. Motorola's NBBS solution provides the link between services and devices so service providers can rapidly deploy new and sophisticated subscriber equipment and services that enables operators to remotely access, configure, and troubleshoot CPE devices in the home. It can even activate new devices and help service providers manage the customer's home network.

Motorola eCare enables "over-the-shoulder" remote incident resolution that is instantaneous and comprehensive. Through this method of "showing" rather than "telling," help desks can improve first call resolution rates, increase avoidance of truck rolls and elimination of customer and agent frustration, in turn improving customer satisfaction and retention

*"Motorola eCare permits our U-Haul support team to reach across the Internet and provide on-demand, web-based assistance to our network of nearly 1,450 company-operated moving centers and approximately 14,500 independent U-Haul dealers. Using eCare's reliable remote control and chat functionality ensures our dealers and centers are successful in satisfying the needs of our more than 11 million annual do-it-yourself moving customers." - U-Haul*

### The Consumer Experience

Consumers now rely on multiple IP platforms throughout their home as their networks continue to become more complex. NBBS allows service providers to deploy and monitor the consumer network and services transparently – issues can be resolved without needing to involve the customer. eCare extends this service assurance from the gateway to the desktop. It remotely trouble shoots the consumer's gateway through a browser-based interface. Service provider help desks can control the consumer's desktop to show how they are fixing issues rather than having the consumer try to fix them on their own. This improves support center efficiencies and increases customer satisfaction.

### What's Next for NBBS?

NBBS addresses our customers' changing needs as they introduce new services and new customer premises equipment that powers those services. The updated NBBS management system is ideal for any operators implementing a fixed mobile convergence (FMC) strategy. It is also a key element for DSL, WiMAX (fixed and mobile), cable and mobile operators. The latest carrier services optimized by NBBS include femtocells, voice-over-IP (VoIP), IPTV, video-on-demand (VOD) and gaming.

