

# Motorola eCare

Virtual Hands-on Incident Resolution  
for Internet Service Providers



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# Executive Summary

With the scope of cable and broadband services delivered to residential and business subscribers growing ever more complex, support centers must be equipped with the right tools to cost-effectively and efficiently resolve a greater number of subscriber incidents. Fortunately, proven, user-friendly technology is available for Internet service providers to drive down costs associated with subscriber support while improving customer satisfaction. With more than 10 years of call center deployments, Motorola has developed a support solution that service providers can rely on. Available as a standalone system or as an extension of existing customer care systems, ISPs can streamline support of today's diverse IP services, improving efficiency, reducing support costs, and building customer loyalty.

**Imagine a solution that allows support technicians to take control of a subscriber's computer across the Internet to resolve service and device incidents in less time, the first time. No lengthy telephone conversations or costly truck rolls, just instantaneous and secure permission-based access and resolution, anywhere in the world. That's Motorola eCare.**

eCare is a secure, browser-based remote support application that augments existing customer care with direct customer interaction tools that allow support agents to resolve subscriber incidents across the Internet. With eCare, incidents are resolved using a tool set that includes everything from remote control, through file transfer, to client surveys, all logged for superb auditing and reporting. Whether a subscriber issue is application usage, system configuration, or simple connectivity, the result is a solution that is proven to reduce support costs and improve end-user satisfaction by increasing support agent efficiency and first-incident resolution.

### Support Resolution—No Truck Roll Required

Support for services such as PC security, networked storage, Web cameras, IPTV, and content-filtering parental controls typically begins with a protracted telephone conversation, and may require a costly truck roll. With this in mind, one of the keys to an Internet service provider's profitability is balancing the successful deployment and management of services offered to subscribers with the burgeoning costs associated with supporting those services.

Motorola eCare has been shown to reduce truck rolls and dramatically speed first-call resolution. eCare's "virtual visit" approach allows the support technician to see what the subscriber sees, and through virtual, permission-based control of their keyboard and mouse, resolve the incident quickly and with improved customer satisfaction. According to a recent study, eCare reduced average call duration for an unlimited scope of carrier services by as much as 70 percent. For these reasons and more, commercial and consumer ISPs have made Motorola eCare an integral part of their customer care and retention strategies.

### Enhance Existing Support Structures

eCare's ease of deployment and comprehensive functionality are designed to complement an operator's existing support structure, whether support requests are handled by telephone, e-mail, or text chat. To initiate an eCare session, an agent may e-mail an invitation to the customer, or the customer may submit a request through a website. An agent-friendly interface combines ticket queue status with customizable functions such as on-the-fly ticket escalation, single-click remote diagnostic inventory, boilerplate chat messages, and URL push. With these tools at their fingertips, support agents can manage and resolve issues more quickly and completely.

### Enjoy Cost-Efficient Versatility

eCare is available as a hosted solution or as a self-hosted solution. Concurrent licensing permits a single seat of eCare to be shared among multiple agent logins, which can scale economically to the size of the support business. Web-based architecture and a convenient integration API allow adding the full eCare suite to an existing customer service application with just a single integration effort.

## eCARE OFFERS...

### **Hands-On Support**

With eCare, an Internet connection, and a web browser, support agents can see what the subscriber sees and remotely operate the computer, directly applying their expertise to the problem.

### **Comprehensive Agent Tool Set**

A single interface allows agents to manage ticket queues, chat, request or send a file, send a URL, show the agent's screen, view the customer's screen, control the customer's computer, and inventory software installed on the computer.

### **Customer Control**

The customer must approve every eCare action, and can terminate individual actions or the entire session at any time, ensuring that access to the customer's applications and devices remains metered and secure.

### **Security**

Standard 128-bit SSL encryption protects communications between customers and agents, and no vulnerabilities remain on either computer following a session.

### **Turn-Key Startup and Licensing**

eCare can be deployed in an Application Service Provider (ASP) model in Tier 1 data centers managed by Motorola, getting the support operation up and running in less time since there are no servers to buy and no systems to manage.

### **Browser-Based Access**

eCare operates as a thin-client plug-in to standard browsers, such as Microsoft® Internet Explorer® and Apple® Safari™.

### **Self-Branding**

From the ticket to the user interface, eCare is entirely self-branded, allowing ISPs to extend and maintain their brand identity.

### **Customer History**

All session activity is logged in an ISP's local eCare database for the provider's exclusive use. eCare sessions can also be recorded. A transcript may be e-mailed to the customer at the conclusion of the session for future reference, further minimizing the likelihood of a repeat call.

### **CRM Integration**

eCare session activity and data can be exported to or integrated with existing CRM systems, providing a more seamless and comprehensive view of the support environment.

## Rest Assured With Secure Architecture

All eCare sessions are protected end-to-end by 128-bit SSL encryption. As a permission-based application, eCare requires the customer's approval for every action suggested by the agent, including remote diagnostics, remote control, URL push, and file exchange. Every action/approval event is captured and stored, establishing a trail for audit and reporting. The customer can easily terminate individual actions—even the entire session—at any time. After an eCare session has ended, no residual vulnerabilities are left on the agent's or customer's computer.

eCare uses standard HTTP and HTTPS for customer/technician communications, and can integrate with CRM or other external systems through HTTP(s), XML, or JDBC interfaces. Client portions are thin-client browser add-ins, dynamically populated as required. For ISPs seeking a unified reporting structure for other customer care applications, an eCare integration mechanism can be configured to publish selected session results to an external service or database. eCare's embedded database also supports SQL queries for more comprehensive exports.

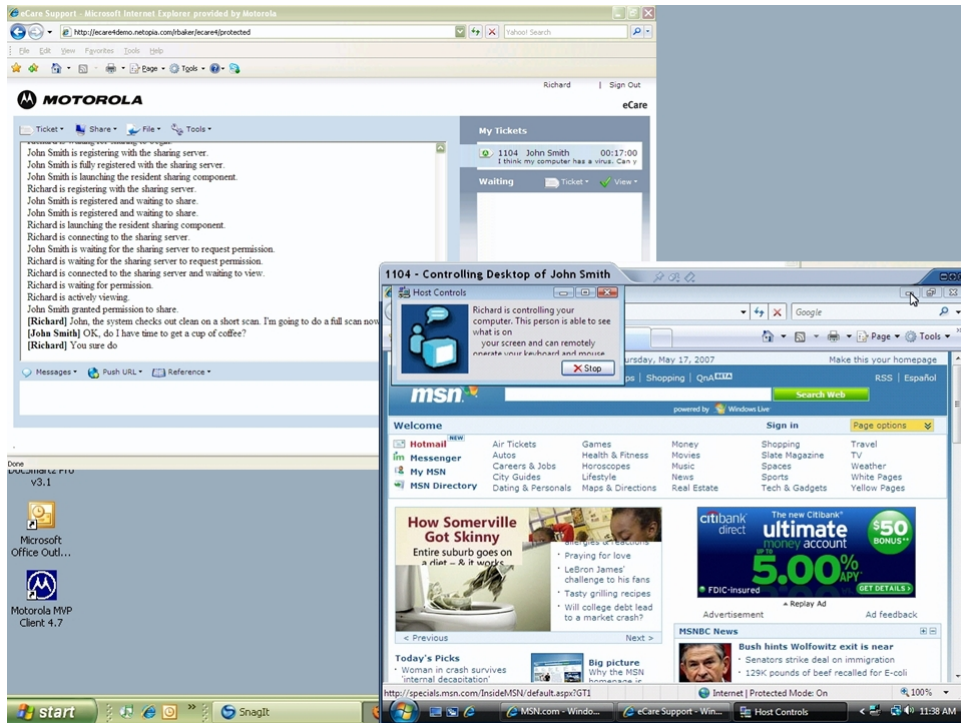
## Motorola's Expertise—The Competitive Advantage

As the scope of cable and broadband services delivered to residential and business subscribers increases, so too does the complexity of the tools necessary to support them. Fortunately, proven technology is available for operators to drive down support costs while maintaining "always ready" support. With more than 10 years of commercial call center deployments worldwide, Motorola has developed a superior support center solution that service providers can rely on to streamline support of today's diverse IP services, improving resolution efficiency, reducing support costs, and building customer loyalty.

## Summary of Features

- Virtual replication of the customer's keyboard, mouse, and screen enables support agents to resolve an incident as if they are sitting at the computer themselves
- Comprehensive desktop-to-desktop incident resolution tool set within an interactive agent-to-customer interface that integrates and extends existing support systems and processes
- Greater agent efficiency reduces incident handling time by up to 75%, reducing support costs and improving subscriber satisfaction
- Full support for Windows, Macintosh, Solaris™, and Solaris x86
- Full session recording and transcripts for compliance with federally mandated accounting and other regulations, as a tool for agent training, or for post-support customer reference
- Agent dashboard and user interface incorporates pending ticket queue with active session activity and on-demand incident resolution tools
- Simple setup and integration with multiple BSS/OSS applications

## Motorola eCare: Enabling the virtual house call



**User-friendly.** eCare minimizes the need for a customer to perform troubleshooting and self-resolution that can be complex and possibly lead to a service cancellation. With eCare, a support technician can provide efficient and fast assistance directly on the customer's computer, while the customer observes and approves each action taken by the support agent.



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