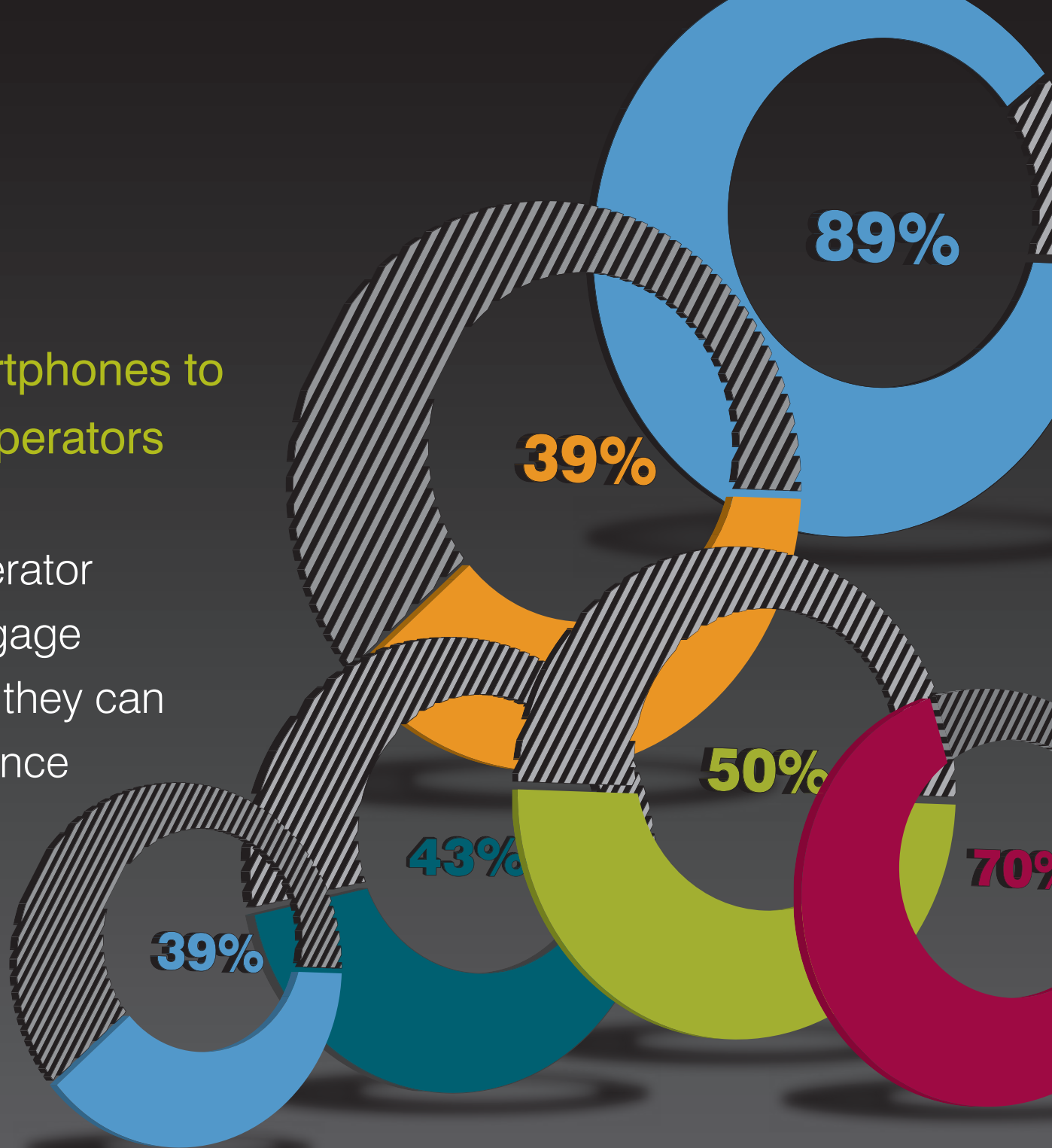


Rules of Engagement:

How Subscribers Use Smartphones to Engage with their Mobile Operators

Openet worldwide mobile operator survey into how operators engage with their customers and how they can improve the customer experience



Openet Mobile Operator Survey: How they Plan to use Smartphones to Improve the Customer Experience



For many subscribers, their smartphone is the main touch point with their mobile operator, as well as other content and OTT providers. Mobile operators want to increase their 'real estate' on their customer's smartphones and use this channel to deliver real-time communications and controls, personalized purchasing, and innovative offers.

Openet surveyed 127 senior managers in mobile communications operators worldwide to get an insight into what they see as the main requirements in using smartphones to engage with their customers and provide a more personalized customer experience.



The Current State of Play: An Opportunity to Better Engage with Customers

Not surprisingly, most operators offer mobile self-care portals, but some operators have taken their internet portal and made it available for mobile use. By not having a self-care portal that was 'designed' specifically for mobile use, operators could be limiting the user experience.

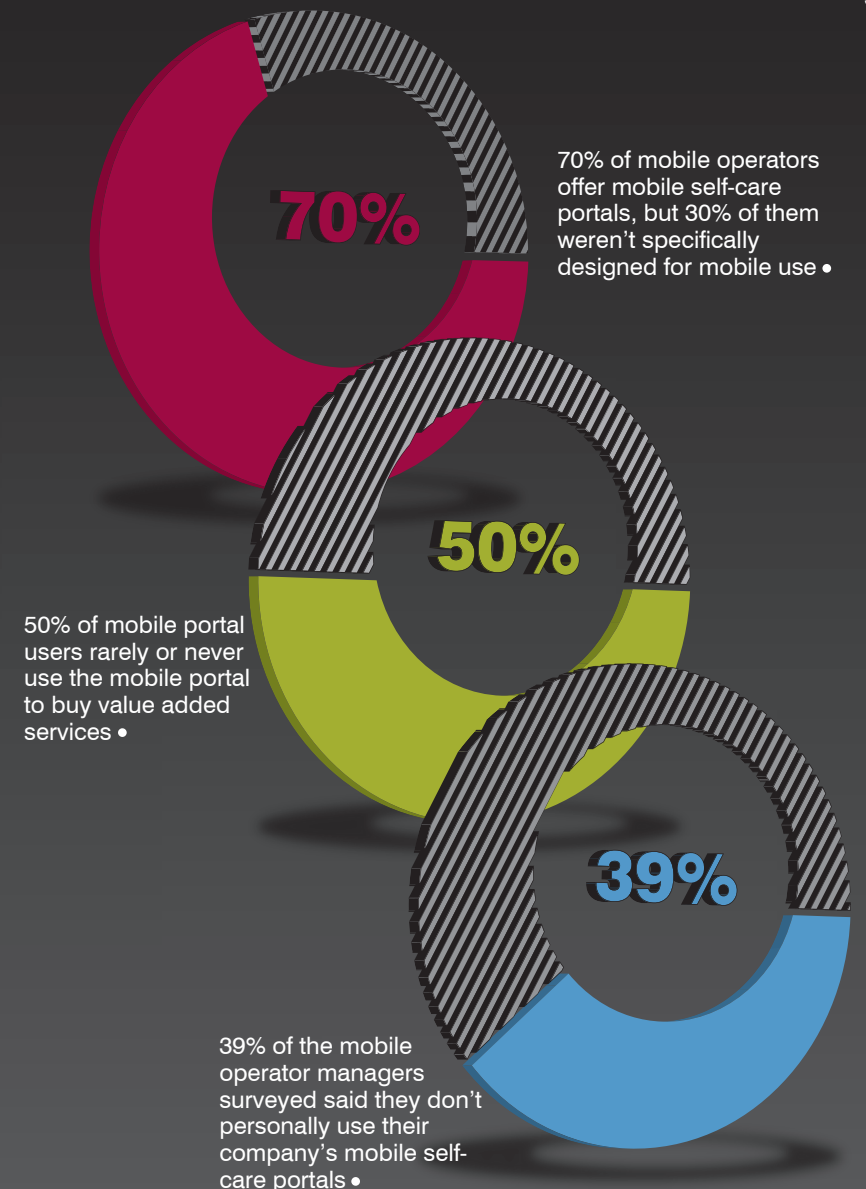
Mobile self-care portals are primarily used in reactive fashion – e.g. 77% of mobile portal users use them frequently (at least once a month) to check bills or credit. However, they're not really used to engage with customers – operators have said that half of mobile portal users rarely or never use the mobile portal to buy value added services.

This seems to be a missed opportunity. Operators say that customer data on the portal is relatively fresh, but also there is a general inability to personalize services. This could have an adverse effect on the ability of the portal to engage with customers.

What is interesting, is that almost 40% of the mobile operator managers surveyed said they don't personally use their own company's mobile self-care portals.



Key Survey Findings: Mobile Self-Care Portal Usage



What do Operators Want and Expect to See Delivered Direct to Mobile Portals in 2012?

There is a strong desire among mobile operators to see more functions delivered direct to the handset via a mobile portal and for customers to engage more with operators directly from smartphones. To enable this, personalization and communications were seen as key – for example, providing real-time usage alerts and recommendations based on a customer's usage.

Operators see the device also as a sales channel and the capability to personalize offers makes this channel more attractive. The ability for customers to buy and provision new services from a self-care portal is important, and most operators (94%) said that customers should be able to do this now or during 2012. As well as a tool for buying operators' products and services, customers should also be able to buy 3rd party apps and content on their devices and have them charged to their mobile bill or pre-paid account.

It's clear that operators see an increasing range of traditionally 'back office' functions being delivered direct on smartphones. For example, the ability to set controls—such as parental controls—was viewed as important. In many cases, these features can be sold as value added services, which not only provide a more personalized service to the customer, they can also increase ARPU.



Key Survey Findings:

What do Operators Want to See on Portals in 2012?

79%

79% want to provide price plan recommendations based on customer usage •

82%

82% want to see real-time high spend alerts direct to the device •

73%

73% of operators want to see mobile bills delivered direct to handset •

83%

79%

Self-care functions will increase in 2012

83% expect customers to buy 3rd party content on their device and have it charged to their mobile bill •

79% expect to see subscribers setting controls (e.g. parental controls) direct on the device in 2012 •

Mobile Data Pricing, Packaging and Delivery:

Out of Complexity Comes Simplicity - Direct to the Device Self-Personalization

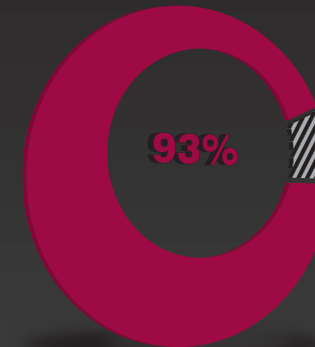
Mobile data is centre stage. Most operators now offer tiered plans and the proliferation of smartphones and apps is driving data usage. However, in order to increase data ARPU and deliver a better customer experience, operators expect to see changes to data pricing in 2012, with many operators offering new data plans and offers. These include multi-device plans (93%), group data plans (87%), and some operators also expect to see more speed tiers (85%) and a general move to value based pricing.

However, the increasing complexity of data pricing will place a strain on existing billing/rating systems and there is also danger that offers could become over complicated and confuse customers.

Direct to the device communications and controls can enhance the customer's experience. However, these need to be relevant and timely – and for mobile data that means real time. Such direct to the device capabilities can provide a method for operators to successfully engage with customers and provide personalized services. This can significantly reduce the potential for confusion, as it is used to deliver personalized services to the customer and therefore simplify the engagement and purchasing process for customers.



Key Survey Findings: Data Pricing, Packaging and Delivering Personalization in 2012



Multi-device shared usage plans will become more popular with 93% expecting operators to launch this service in 2012 •

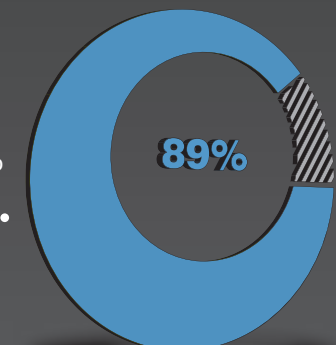
80% say data rating will get more complex with 90% seeing the need for data rating to be done in real time •



86% feel that this complexity will put existing rating and billing systems under strain and 88% feel that increases in data pricing complexity could confuse customers •



89% see giving real-time communications direct to the device will enhance the customer experience •



Summing Up

Operators want to engage more with their customers via their smartphones. They want to enable more functionality to be available to customers direct to the smartphone to deliver personalization and thus enhance the customer experience. However, almost half of the operators surveyed are not in a position to deliver on this as they either don't have a mobile self-care portal, or their mobile portals were internet portals that were not specifically designed for mobile use.

The vast majority of operators surveyed say that mobile data rating must be real-time and feel that the complexity of data plans will be a strain on existing rating and billing systems. At the same time most operators feel that direct to device controls, such as ability to control spending limits, and receive real-time high spend alerts, would enhance the customer experience.

The results of this survey are self-evident – operators want to better engage with their customers, and real-time direct to the device communications and controls can provide the platform for self-personalization to deliver an improved, simplified experience.

To request full survey results please click here



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