

# Device Care is Broken. How AI can fix it.

mce

Device care is a critical issue and pain point for customers. For MNOs, it is an opportunity as, if done correctly, it offers a channel to build loyalty and boost revenue.

Research further highlights that device care can be painful, given the significant friction throughout the process.

When the experience is poor, customers blame their mobile operator. Going through any device-related issue causes a significant drop in NPS, and even more when the issue remains unresolved. Additional drivers of frustration are repeating steps, especially when changing channels, and lack of personalized alternative resolution options, such as the offer of trade-in instead of repair.

1/5

Of customers with a device related issue every year

-19pt

Of customers with a device related issue every year

-36pt

Drop in NPS when the device related issue remains unresolved


60%

Of customers must repeat steps when changing channels

1/3

Of customers not receiving personalized resolution options

## A new era is here. AI-powered total-resolution device care

 Journey starts on an app.

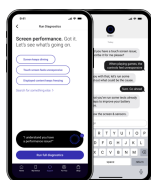
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For complex issues, a GenAI-supported chatbot interjects

 Chatbot. The ultimate agent.

The chatbot resumes the process with a three-way conversation (customer, bot, device). It runs targeted diagnostics and guides the customer to resolution or provides smart alternatives



 Transfer to care, if needed.

After seamless handover, the agent then guides the customer to resolution using the same digital tools without repeating any previous steps, while further reinforcing smart options.



Persistent issues may require chatbot to hand over to care

## Empowering Telcos with a complete solution

Total resolution device care requires the right AI components and partners to be telco- and enterprise-grade, effective for customers and fast to implement.

### The Powerful Duo: GenAI & DeviceAI

DeviceAI, sets the foundation with live diagnostics, journey automation, and resolution capabilities. GenAI closes the communication gap by enabling the bot and user to converse in natural language. It further allows the bot to process large scale datasets and DeviceAI's live data to assess the device status, provide a resolution path, and present intuitive X/U-sell offers.

### Winning Partnership

Telco implementations benefit from AWS' industry leading AI platforms and services. The AWS AI development platform allows foundational models to be trained and finely tuned in a private environment. AI chatbot guardrails ensure topical, safe and secure conversations. Finally, MCE's DeviceAI complements the GenAI capabilities with on-device intelligence.

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