

Love thy customer.
Lower thy costs.



Customer Care

Improve subscriber satisfaction while reducing operational costs with 2Wire expert Customer Care.

“2Wire’s Customer Support program has always been a cut above other vendors offering the same service. Their experience and proficiency in providing customer care solutions is state of the art. They integrate their system and tools with the processes and talent to guarantee the best possible customer experience.”

Mr. Jake Monaghan
Executive Director, Customer Care
AT&T

Value Proposition

2Wire Customer Care delivers more satisfied customers per dollar today while continuing to reduce costs and improve customer satisfaction in the future. With enough spending it is easy to provide an exceptional customer experience, but most support organizations try to optimize customer satisfaction against fixed costs. At 2Wire, we believe customer satisfaction can be improved while simultaneously reducing current costs.

2Wire Customer Care leverages the intelligent residential gateway, CMS, and desktop tools to dramatically improve the subscriber’s experience while lowering costs and continuously improving quality.

Customer Care Value Mission

The mission of 2Wire Customer Care is to eliminate the need for subscribers to call for tech support altogether. Failing that or until we achieve it, we will minimize the number and length of calls for support, while simultaneously increasing customer satisfaction.

Our motivations are aligned with yours:

- Management of ongoing operational costs
- Improving efficiency while reducing costs
- Providing a constantly evolving, best of breed product
- Operating on a fixed-price model
- Integrating with your existing tools and processes

Managing Ongoing Operational Costs:

Improve Partner Margins in Complex Support Environments.

The Industry Environment

The current customer care industry environment squeezes carrier margins. Revenue from subscribers is often a flat line with downward competitive pressure on operating income. Additionally, due to new feature enhancements, upgrades, and the introduction of new services, delivery costs continue to grow.

From a support perspective, outsourcers and internal support organizations grow their businesses by adding calls and minutes to the support scope. Further, most gateway manufacturers either do not provide consumer-level support for their products or cannot integrate advanced troubleshooting and call elimination practices that improve efficiency. With a growing installed base of subscribers, these methods are sure to have a negative impact on the bottom line.

A Constantly Evolving, Best of Breed Product

2Wire is the only gateway provider to incorporate first-hand call driver feedback into product development and manufacturing. And as the only gateway provider with an integrated CMS, a continuous feedback loop results in improvements that build upon themselves to create a constantly evolving, best of breed product and a superior customer experience.

We design and update our products and tools to reduce call drivers and minimize enterprise costs. No other organization has the ability or motivation to do this.

What if...

What if your care provider offered you a fixed fee per subscriber? Unthinkable? 2Wire support offerings can be at a fixed price per unit with predefined quality commitments, and financial penalties for non-performance. Because of this, our main objective is to continually improve customer satisfaction while simultaneously reducing costs.

In a fixed price model, 2Wire bears the consequence of non-performance. In a typical outsourced model, the carrier bears the consequence. At 2Wire, we negotiate the financial implications of call handoffs with third party care vendors that the carrier may currently be using. This ensures that 2Wire, the carrier, and third party care providers all share the same objectives.

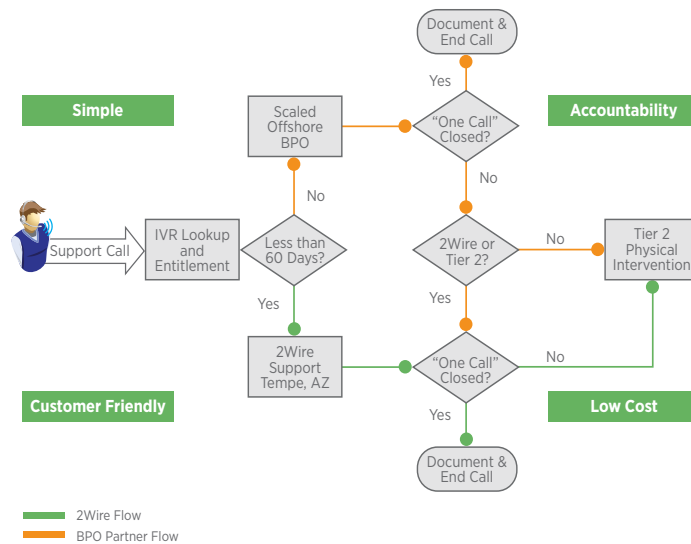
The 2Wire One Call Model

The 2Wire One Call model creates a unified, multi-tiered environment that drives cost reductions. This model can cover the entire Tier 1 scope of work including physical layer, provisioning, ISP password and email administration, and complete hardware setup and technical support.

As many as 65% of new subscriber calls occur within the first 60 days of shipment. This critical time covers the most complex calls, involving setup and initial use of the offering. By keeping these first 60 days of support onshore with highly skilled technicians, subscribers immediately build trust and confidence in the provider and are less likely to suffer buyer's remorse. Consequently, churn is reduced significantly.

Calls arriving after the initial 60 days are typically of a less complex nature, and more amenable to automation or handling by a second-tier offshore resource.

By leveraging an appropriate balance of skilled onshore technical assistance and scaled offshore support, our customers benefit from competitive offshore support pricing without sacrificing quality and efficiency. The result is a total cost of care that meets or beats traditional off shore care strategies.



“One Call” Support Model Workflow

Customized Care

2Wire can configure a proposal that is closely integrated with your current support environment, or we can help transform your current processes.

Our expertise, systems, and tools combine to reduce costs even in traditional support workflows, but the most dramatic impact on customer satisfaction—and the bottom line—is achieved using our One Call model.

Visit us on the Web at 2Wire.com to learn more about our integrated broadband products, services, and solutions.



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