



PRESS RELEASE

Failed access to data services is the most costly and time-consuming support issue faced by the mobile industry says new report

Almost half of all technical support calls require a handset configuration session. Call handling times can be dramatically cut by 76% with automated OTA systems says WDSGlobal.

4th April 2007. Poole, UK: A new study from WDSGlobal has found that up to 47% of all technical support calls taken by mobile operators relate solely to handset configuration. This makes failed access to data services such as email, WAP and MMS one of the most time-consuming and costly support issues faced by the mobile industry today.

Based on research conducted across seven European call center operations, WDSGlobal also discovered that without automated configuration services (which allow the support agent to remotely send configuration settings over-the-air (OTA) to the handset), such calls can take up to 17 minutes to diagnose and fix. This is almost twice as long as the average duration of a technical support call. However, where OTA services were available, the call handling time dropped to just four minutes, making it one of the fastest fixes.

Many data services do not work without operator and service-specific settings being applied to the handset. Settings can often be outdated, inaccurate or simply need personalizing, leading to subscribers making support calls.

"Data services such as mobile email are immediately compelling to consumers. However, when they return home they often require assistance in setting-up the service, configuring it to access existing mail accounts or managing data connection settings," explains Tim Deluca-Smith, vice president of marketing at WDSGlobal, a specialist in mobile lifecycle management and support solutions to the mobile industry. "Inconsistent access, or complex set-up procedures are a real sticking point for many of today's mobile data services. There is an immediate cost associated to supporting the user and, in turn, an impact on their profitability within the network. It's important that neither user experience nor revenue potential is damaged by basic configuration errors."

Top Five Technical Support Enquiries

47% Handset / Service configuration (WAP, email, MMS etc)

25% PC to Mobile modem connectivity

12% PIM synchronization

8% Application usability issues

8% PDA to Mobile connectivity (modem and synchronization)

Source: WDSGlobal 2007

The findings highlight a wider industry concern over the experience presented to the end-user. WDSGlobal suggests that while Mobile Device Management (MDM) technologies, which allow remote management of the device and settings to be delivered OTA, are helping to reduce the time and costs associated with configuration, many users who encounter problems simply give-up.

"At worst, the service will simply be abandoned. You only have one chance to captivate the user and deliver a 'plug and play'-like experience. WDSGlobal works with operators and manufacturers around the world to simplify service access and deliver support through the web, in call centers and at the Point of Sale. It's about getting the user connected and making sure that the user experience remains intact," adds Deluca-Smith. "We have found that those users who proactively seek support are typically the higher spenders making it particularly important to ensure a resolution to the problem as quickly and as early as possible."

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About WDSGlobal

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.

With nearly 1000 employees globally and dedicated support centers in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behavior, using it to feed GlobalMine - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.

Knowledge Products: Helps end-users, operators, manufacturers and content providers resolve compatibility and configuration issues on demand. Support Services: WDSGlobal is the industry's leading provider of specialized support for mobile users with highly specialized troubleshooting teams and four international support centers. Device Management: Over-the-air device configuration and firmware updates. Analysis & Consulting: Help the mobile industry base strategic decisions on real-world data and consulting expertise.

The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK.

www.wdsglobal.com

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