



## **PlayPhone Turns Up Consumer Satisfaction**

From Content Testing to Carrier-Grade Support, WDSGlobal Helps PlayPhone Customers get the most from their Mobile Entertainment Experience

**KIRKLAND, Wash. and SAN JOSE, Calif. - June 3, 2008** - In order to deliver carrier-grade customer support and help consumers better navigate the mobile content download experience, PlayPhone ([www.playphone.com](http://www.playphone.com)), which operates the largest network of mobile content destinations in North America, announced today that it has selected WDSGlobal as its partner.

WDSGlobal, a specialist in support and device management services for the wireless industry, will provide pre-launch testing of content, handset-specific download guides and 24x7x365 telephony and email support from its US-based customer care centers. Combined, these services are designed to deliver a consistent and satisfying user experience across all of PlayPhone's top-tier mobile entertainment products and overcome the diversity of handset models and carrier network limitations.

"We want to give our customers the best possible experience before, during, and after the download process," says Ron Czerny, Founder and Chief Executive Officer at PlayPhone. "We selected WDSGlobal because of its strong track record and having their expertise in charge of this critical mission will ensure consumer ease-of-use and satisfaction."

WDSGlobal will manage PlayPhone's content testing process to ensure the suitability of content types for handsets and networks, and aid in the creation of detailed download and user guides. These online step-by-step guides will offer detailed instructions on how to purchase, download and access content on handsets.

"There are several barriers that exist between consumers and their ability to successfully download content," explains Steve Nasca, General Manager for Americas at WDSGlobal. "From technical issues including handset compatibility and data settings, to network and tariff limitations. Even usability issues such as not being able to find a piece of downloaded content on the handset drives support calls and damages the user experience. This was unacceptable to PlayPhone. As a business, they understand that optimizing the user experience is a key priority to building a sustainable and world-class mobile media company."

WDSGlobal already operates specialized technical support centers for many of the world's largest carriers and handset manufacturers, including several in the US. This gives them unrivalled knowledge about carrier restrictions for off-deck mobile content and necessary consumer data plans, an issue that is still one of the top three drivers for customer support amongst US consumers downloading content.

Crucially, the support environment offered to PlayPhone customers will also be used to feed PlayPhone with user experience data and also allow WDSGlobal to further develop user guides or apply workarounds to mitigate recurring issues. Call Handling Agents will be tasked with identifying and tracking recurring issues including device-specific ones, carrier incompatibility and website errors.

"It's important that trends are captured and that the knowledge is applied early to resolve ongoing problems," adds Nasca. "This may take the form of new user guides, revised call center scripts or a tweaking of the content. The repurposing of knowledge to continually improve a user's experience forms the backbone of WDSGlobal's offer. Deliver a compelling user experience from day one and you can establish a profitable relationship with the consumer. Get it wrong and your content or service is unlikely to realize its true potential."

PlayPhone gives consumers access to a new and exclusive media catalog spanning audio, video and gaming content from leading music labels and artists, game publishers and media companies. In addition to operating its consumer facing mobile destination at PlayPhone.com, it also powers mobile content destinations for entertainment and retail brands including Wal-Mart, ABC Television, Cartoon Network, Adult Swim, Sega, Real Networks, iPlay and many more.

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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 over 900 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.

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. For more information, please visit [www.wdsglobal.com](http://www.wdsglobal.com).

**About PlayPhone, Inc.**

PlayPhone ([www.playphone.com](http://www.playphone.com)) is a leading mobile media company providing cutting edge personalization and entertainment content to mobile consumers anytime, anywhere. PlayPhone founded the direct-to-consumer mobile media distribution standard in 2003 and continues to establish new means for delivering wireless entertainment. The company currently operates its own leading mobile entertainment destination at PlayPhone.com and powers subscription-based mobile portals for the world's top entertainment and retail brands including Wal-Mart, ABC Television, Cartoon Network, Sega, Real Networks and more. PlayPhone is based in San Jose, Calif. and is funded by top venture firms Menlo Ventures, Cardinal Venture Capital and Scale Venture Partners.

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