



Mobile
Personalize
Enhance
Interact
Customer Satisfaction
Self-help

Automate
Web

Expresse Solutions:

Customer Empowerment

Broadband consumers today expect more than a fast, reliable connection. They expect a service provider to deliver a much higher level of interaction and responsiveness through more personalized service – for example when setting up new features or resolving a technical issue. Expressé Solutions allow broadband providers to offer their subscribers new ways to connect, communicate, and control their broadband preferences.

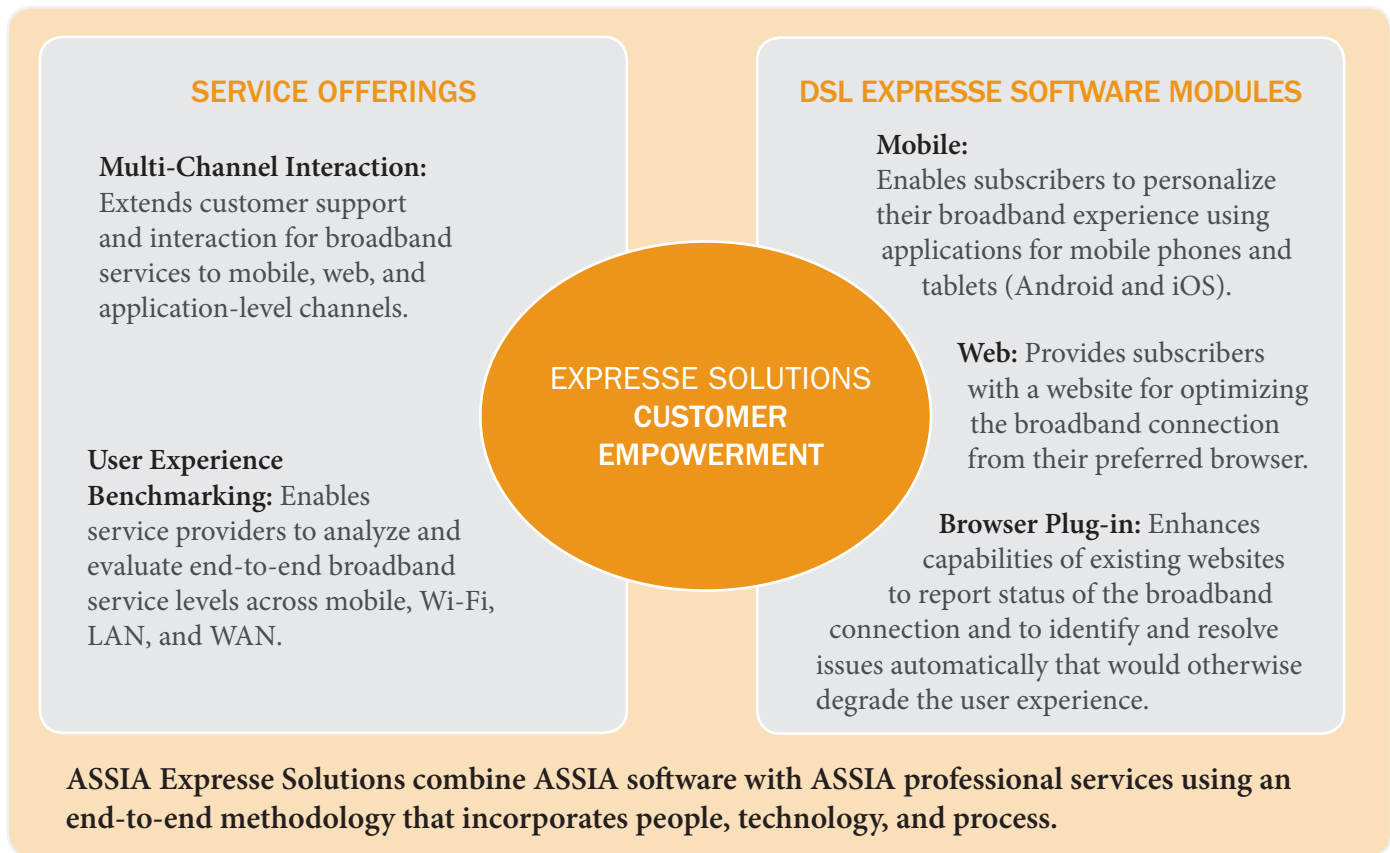
Customer empowerment represents the next phase of delivering a flawless customer experience by providing subscribers with new capabilities to optimize their broadband service based on how, where, and when they use the service. For instance, subscribers who watch HD video can use a mobile or Wi-Fi connected device to optimize their broadband connection for the best image quality.

With customer empowerment, service providers enhance the broadband experience by letting the customer personalize the service according to his needs. Expressé Solutions enable a new level of responsiveness that dramatically increases customer satisfaction, enhances brand loyalty, and attracts new customers.

Highlights

Expressé Solutions help service providers to:

- Improve customer interaction by increasing the number of touch-points through web, mobile, and other channels
- Enhance brand experience with an expanded set of services and features for the customer to tailor the experience to his needs
- Customize features and capabilities to provide a more personalized experience based on ASSIA diagnostics and analysis
- Enhance existing self-help offerings with advanced capabilities based on ASSIA insight and expertise



Expresse Solutions enable new ways for the subscriber to manage his broadband service. Mobile and web applications offer a convenient channel to deliver new capabilities for performance, reliability, portability, and self-help. In addition, these channels can provide an automated, lower-cost alternative to existing support options that include phone, email, and Internet chat.

With Expresse Solutions, customers can access these same capabilities from directly within the applications and services they use today. ASSIA professional services help providers to integrate customer empowerment features into existing services for video, online gaming, photo sharing, and more.

Why ASSIA?

ASSIA is a strategic vendor and trusted advisor to leading broadband providers worldwide. Expresse Solutions provide new, innovative capabilities to personalize broadband service delivery to the consumer, to improve customer satisfaction, and to build brand loyalty. Through customer empowerment, providers can significantly improve the customer experience while achieving operational efficiencies through automation. ASSIA's staff of experts helps deploy these capabilities seamlessly into existing services and processes using industry leading software and proven best practices for broadband service delivery.

ASSIA | Expresse Solutions - Customer Empowerment



United States
333 Twin Dolphin Drive, Redwood City, CA 94065
Tel: 1-650-654-3400 • Fax: 1-650-654-3404

Europe
Calle Maria Tubau 3, Madrid 28050, Spain
Tel: +34 914842940 • Fax: +34 913446182

China
Suite 470, F/4, Beijing Sunflower Tower No.37, Maizidian Street
Chaoyang District, Beijing 100125, P. R.China
Tel: +86 10 85276788 • Fax: +86 10 85276488

© 2013 ASSIA, Incorporated. All rights reserved.

ASSIA, the ASSIA logo, and Expresse are registered trademarks of ASSIA, Incorporated. All other product names, company names, logos, and trademarks are used herein for identification purposes only and are the property of their respective companies.

Rev 102010 P/N MC-W1-0115-01-00