

TUPL PROACTIVE CARE

Changing the paradigm of technical customer support

Network operators approach technical customer support in a reactive manner. They wait for customers to complain or alarms to be triggered before they start to investigate the problem. Tupl's Proactive Care (PaC) solution monitors the subscriber's experience in near real-time to detect service impacting issues. When an issue is detected, it creates a virtual ticket and, when possible, resolves the issue. When the issue

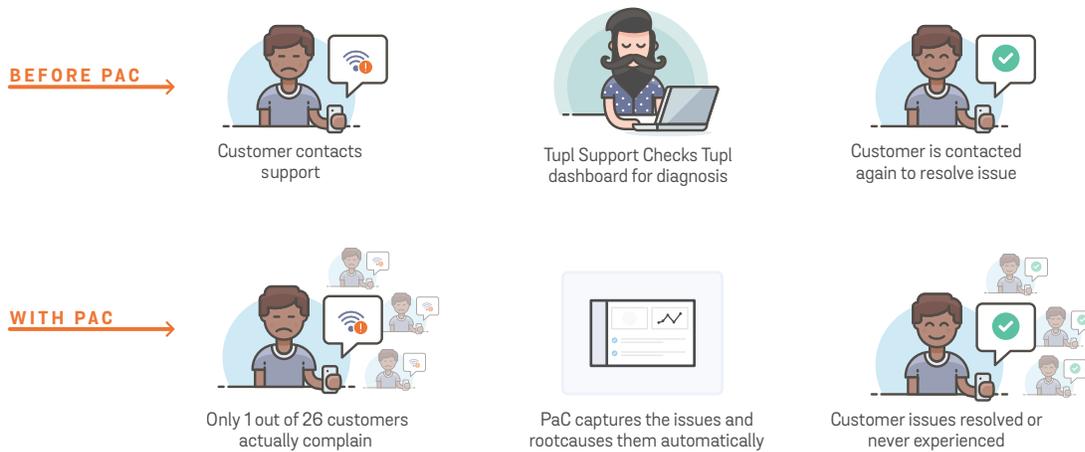
cannot be resolved immediately, virtual tickets with automated troubleshooting and action recommendations can be forwarded to engineers for final decisions.

PaC addresses the following automatically:

Localized connection problems that are related to an actionable issue in one of the serving nodes, such as congestion or equipment failures.

Customer provisioning issues, which can often be corrected by automated actions but require spot on detection and troubleshooting.

Non-localized connection problems such as routing issues or other erratic behavior.



Key Benefits:

Tupl's Proactive Care addresses in near real-time network issues and enables technical teams to resolve them prior to customers noticing or shortly after customers feel the impact. Benefits include:

- ✓ Happier customers.
- ✓ Improved response time to issue resolution.
- ✓ Increased 1st call resolution with virtual tickets that pop up when customer calls.
- ✓ Improved efficiency and prioritization of engineering tasks.
- ✓ Improved QoS and enhanced perception of brand.

Key Features:

Virtual customer complaint system: Creates virtual tickets for customers experiencing problems. System monitors virtual tickets and depending on the type of issue and resolution, will either take action or continue to monitor the customer's experience. For intermittent issues, tracks whether or not the issue has been resolved.

TuplOS for near real-time issue detection: TuplOS architecture is used to connect to the operator's systems and process data from multiple sources using AI and ML models.

Action Manager: Capable of triggering automated actions, defined together with the customer engineers. Additionally, generates or escalates service requests.

Business Impact:

Churn prevention: Studies show that only a fraction of dissatisfied customers complain (1 out of 26). PaC can catch these churn-risks and take appropriate actions, potentially creating enormous value. New customer acquisition costs can be as high as \$300/customer. ROI in less than 1 year.

Fewer customer care calls: Significant reduction as they are solved prior to complaints.

Customer Care time savings: Increase first call resolutions in customer care and decrease mean holding time.

100% consistency in identifying and fixing customer issues enables new value creation.