

# Keys to Controlling Mobile Support Costs and Ticket Volumes

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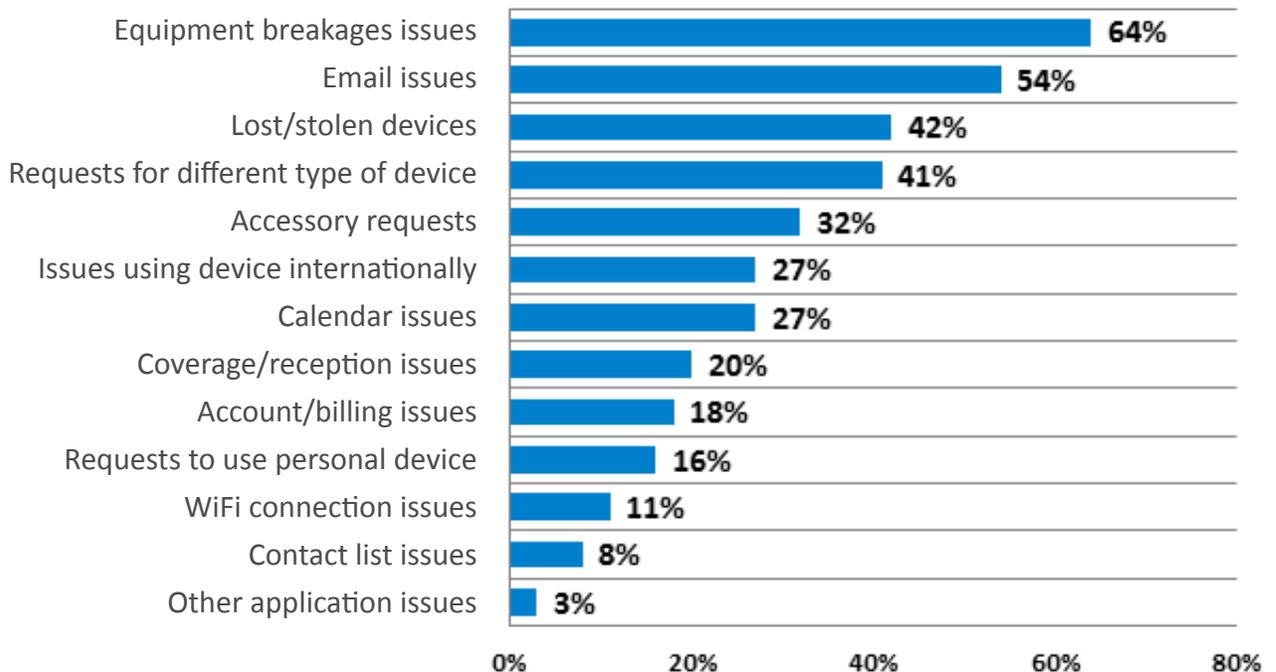
# Keys to Controlling Mobile Support Costs and Ticket Volumes

## Overview

User support is a consideration in nearly every mobile business decision; every new device, application and mobile service requires an effective support plan to accommodate ever-changing business needs. The internal mobile help desk plays a critical role in successful execution of overall mobility strategy. Productivity, efficiency and business continuity are key outcomes of employee mobile enablement. If support protocols are ineffective, these benefits quickly erode.

A myriad of different support requests are handled by the mobile support desk on a daily basis, and technical issues surrounding equipment and network connectivity are leading reasons for corporate-owned mobile device users to contact support. A portion of these issues will require escalation for further diagnosis; a majority will be resolved upon first contact with basic instruction from support staff and simple steps performed by the end-user.

### Most common help desk requests from corporate-owned device users

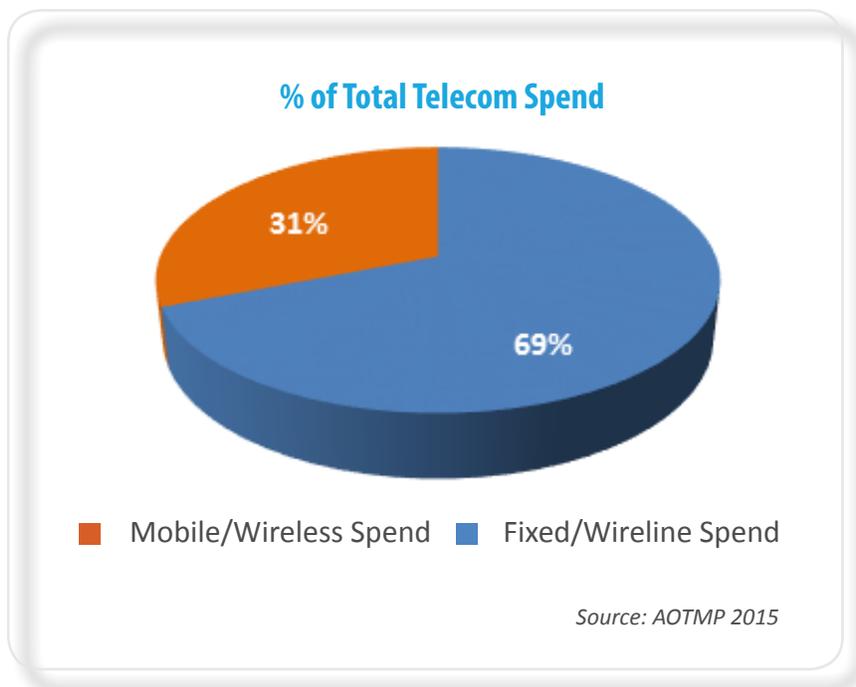


Source: AOTMP 2015

Every organization would like to reduce support costs and ticket volumes, but with ever-changing business demands and new technology constantly being introduced, most struggle to accomplish these objectives. Fortunately, with adequate support tools and the right strategy, these goals can be achieved while transforming the help desk into a more efficient operation and a center of excellence for the organization.

## Increased Investment and Enablement Are Driving Mobile Support Costs Higher

Organizations across the globe are increasing their reliance on mobile technology to improve business operations, communication and productivity. As a result, investment in mobile assets and services continues to grow. On average, nearly one-third of an organization's total telecom investment represents mobility spend, although some organizations report that mobile costs have already eclipsed fixed telecom spend. Investment in mobile technology will continue to increase for the foreseeable future and mobile support costs and requirements will continue to climb. Organizations need to prepare for this transformation and ensure solid service and support plans are in place.



In addition, more employees are being enabled with a mobile device. Smart Devices and tablets are proliferating throughout the organization. The Bring-Your-Own Device (BYOD) phenomenon is one of the primary drivers behind increased enablement. More organizations are allowing personal devices into the workplace. The initial decision for many of these organizations is to not support these devices; however, requests for email and network access begin to overwhelm the support desk and inevitably the company decides to support these additional users, unexpectedly increasing the support costs for the organization.

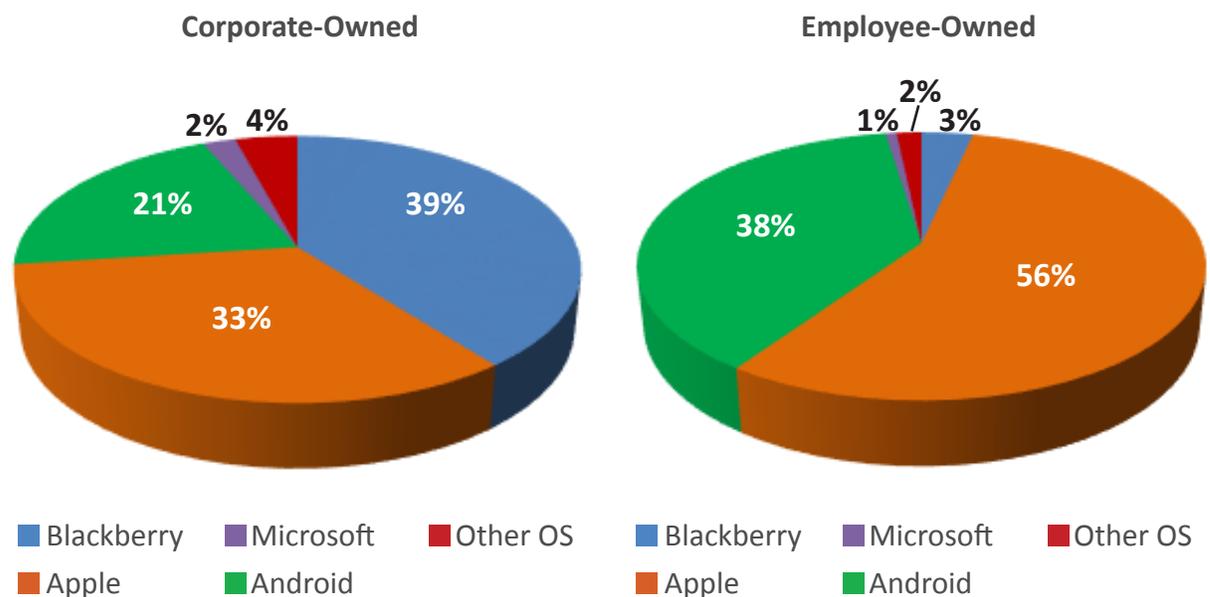
## Gaining Visibility is the Starting Point

An accurate inventory of mobile assets, applications and services is essential in order to provide effective help desk support. Knowing who within the organization is using each device, is equally as important. These parameters serve as the baseline to define what the organization needs to support, and who is eligible to receive it.

Although many organizations attempt to standardize on a single mobile operating system, most are unsuccessful at achieving this objective. Different business and operational needs, along with the rise in Bring-Your-Own Device (BYOD) program adoption are two of many driving factors that prohibit standardization from occurring. The end result is multiple operating systems and device types within the mobile environment that need to be supported, adding more costs and placing additional knowledge and training requirements on already over-burdened support staff.

Although 39% of all enterprise corporate-owned devices are Blackberrys, Apple and Android have quickly gained ground and will soon surpass Blackberry as the dominate operating systems across enterprise mobile environments. Not surprisingly, Apple and Android are most prevalent across employee-owned devices. This information demonstrates the complexity of today's mobile environment and the different knowledge sets required by support staff.

### Percentage of Total Enterprise Devices by Operating System



Source: AOTMP 2015

## Self Service – The Key to Reducing Support Costs and Volume

In today's technologically-savvy society, most individuals feel comfortable accessing the internet to find answers and information. Applying this logic to the topic of support and employees, mobile users are likely willing to attempt resolving issues on their own if effective tools and information is available.



*On average, nearly one-third of an organization's total telecom investment represents mobility spend, although some organizations report that mobile costs have already eclipsed fixed telecom spend.*

*Source: AOTMP 2015*

Empowering mobile users to resolve simple, basic issues on their own without contacting the help desk is an effective way to significantly reduce the organization's volume of help desk tickets and overall support costs. However, many organizations lack adequate self-support tools to make this an effective reality. A link to a web page that contains frequently asked questions (FAQs) typically provides little information from an actual issue resolution perspective. Utilization of a service provider support portal or knowledge base may ultimately result in pertinent issue resolution information, but navigating through these systems and locating the information that pertains to a specific device can be cumbersome and consume valuable employee time and effort.

Many organizations require around-the-clock support based upon the nature of business. Organizations operating across the globe with an extensive international traveler base cannot afford to have mobile users and their devices out of commission. However, the 24x7 support requirement can be very expensive to deliver. Incorporating self-service tools provide a viable, cost effective 24x7 support option.

Implementing the efficiency of self-service support options without sacrificing a positive person-to-person service experience is the key. Look for solutions that provide clear, relevant and easily accessible support information based on your mobile environment. In addition, ensure reporting metrics such as the type of resources and information users are accessing is available. This knowledge is essential to improve understanding of user issues and will provide direction for future support improvements.

## Conclusion

Reliance on mobile technology will continue to increase; mobile investment and support costs will rise accordingly. Organizations must have a defined, sound strategy in order to effectively support the user community. Offering self-service options is an excellent way to reduce mobile support costs and ticket volumes, while continuing to provide effective support levels and resolve mobile user issues.

## About AOTMP

[aotmp.com](http://aotmp.com)

AOTMP is an information services company focused on establishing and maintaining high-performance, best-in-class fixed and mobile telecom environments. Partnering with enterprises, public sector organizations and their telecom vendors, the AOTMP Efficiency First® Program uses information and analytics to drive efficiency, performance and productivity while significantly reducing costs.

All AOTMP solutions are based on the Efficiency First® Framework, a disciplined, best practice-driven approach to managing telecom environments. Adoption of the Efficiency First® Framework allows organizations to take their telecom environment to a new level of performance far beyond standard auditing and telecom expense management programs to create sustainable, predictable short-term impact and long-term results. The Program continues to create value as it evolves the telecom environment from an operating expense into a strategic asset that is used to drive business results.

AOTMP's clients represent \$23+ billion in annual telecom spend and include 100+ of the Fortune 500, small and medium businesses, public sector organizations and industry suppliers.

For more information, visit [aotmp.com](http://aotmp.com), on LinkedIn at [linkedin.com/company/aotmp](https://www.linkedin.com/company/aotmp), or follow AOTMP on Twitter at @AOTMP.

## About eSupport

[getesupport.com](http://getesupport.com)

eSupport is the first cloud-based intelligent wireless support platform of its kind built for enterprise-level clients. Users are able to quickly and easily solve their own wireless issues anytime and anywhere, lowering overall support costs and freeing up valuable time and resources.

eSupport provides a custom platform for each client, curating content for their specific devices and applications. Articles relevant to each unique end user are quickly and intelligently served up. With new articles added daily including step-by-step tutorials, eSupport stays ahead of change in mobile technology so customers always have access to the most up-to-date support content.

eSupport is a product of G Squared Wireless ([gsquaredwireless.com](http://gsquaredwireless.com)), a wireless help desk, and Metacake ([metacake.com](http://metacake.com)), a design and technology agency. G Squared Wireless is a full service mobility center that specializes in 24/7/365 help desk, mobile procurement, mobile device management (MDM) support and device logistics. Metacake is an award-winning design, technology and marketing firm that specializes in designing customer-focused web and mobile experiences, and brand-centric, targeted marketing initiatives.

To learn more about eSupport, visit [getesupport.com](http://getesupport.com).





Wireless Help When You Need It

## Tired of trying to keep up with wireless support?

eSupport is the only intelligent cloud-based support platform that aggregates the knowledge of a tenured support agent into an easy to use, self-serve interface. eSupport contains thousands of daily updated articles and 'how to' videos as well as live chat. Through our easy-to-use web interface your end-users have access to the support information they need anywhere and anytime.

**Finally, off-the-shelf wireless support that keeps up with the rate of change.**

### WHY ESUPPORT?

- Simple and easy to use
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- Self-serve platform allows end-users to quickly solve problems on demand
- 24/7 access
- Significantly reduce inbound support calls
- Fully managed
- Secure platform
- Valuable analytics to identify areas of improvement
- Stand-alone or packaged with phone support

### OUR BEST FEATURES

- Comprehensive and growing library of wireless support content
- A beautiful and easy to use web interface
- Customizable portal that uses your branding and colors
- SSO integration for seamless secure access with your intranet
- Curated content specific to your users
- Add custom support content for your devices, apps and your process environment
- eSupport is compatible with all major web browsers as well as smartphones and tablets

## We make implementation super easy.

Choose one of our packages below and our implementation team will get you up and running in 30 days or less

### STANDARD PACKAGE

- White labeled eSupport portal - add your logo & color scheme
- Filtered/selected content specifically for your environment *filter by device and OS*
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- Custom Support site navigation

### CORPORATE PACKAGE

- All 'Standard Package' items plus...
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- Standard SSO integration
- Ticket + helpdesk support
- Deep analytics & advanced value reporting

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sales@getesupport.com | (615) 878-4805