

Helping people install their own internet

## Self Install Kit Software

Activation Software for the Mass Market



**emotum**<sup>TM</sup>

# Emotum Self Install Kit Software

## What is the Self Install Kit?

The Self Install Kit (SIK) is software that manages **installation and activation** of a customers' broadband connection "out of the box".

*We make customer self installation easy and hassle free. Emotum Self Installation Software automates the installation*

Activation of your service is likely to be the first point of contact with your new customer. **First impressions count.** The activation experience should be easy and hassle free for the customer, and for the **brand expectation** to match the **user experience**. To achieve this goal, Emotum software removes the technical complexity from the end user and focuses on usability and design to create a **product positive** and **brand positive** user experience to get the customer relationship off to its best possible start.

The Self Install Kit automates the installation process and ensures a user friendly installation methodology that **minimises error** as well as **reduces support costs**. Software that is technically non-confrontational guides the customer through connecting the hardware, installing drivers and software, configuring email and other services using simple, easy to understand, step-by-step instructions to get the customer online.

The Self Install Kit can be extended with additional functionality from the Emotum suite of software products, enabling a **customer care** and **marketing platform** for service providers. Emotum also offers **complete custom development** services if the standard software does not exactly meet your requirements.

## Unique Selling Points



**Designed exclusively for service providers** - The Self Install Kit has been deployed by service providers since dial-up. The software has continuously evolved to satisfy the needs of service providers and their customers.



**Focused on customer experience** - Our Human Centred Design (HCD) methodology ensures a personalised, positive customer experience. The Self Install Kit provides market differentiation and helps compete on customer experience rather than price.



**Reduces customer support costs** - The Self Install Kit enjoys a 97% success rate by removing technical complexities and providing a step-by-step method to get customers connected without the reliance on technician installations or support calls.



**Strengthens your brand** - The Self Install Kit makes provides a product positive and brand positive experience and is customised to individual service offerings, providing differentiation, increasing the strength of your brand and reducing churn.



**Improves customer intelligence** - The Self Install Kit can be used to collect important system, network and customer data to help service providers understand, segment and market to their customers more effectively.

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## Key Features & Benefits



### *Easy Customer Set-up*

#### **Automatic Configuration**

Activation via the Self Install Kit supports UPnP, TR-064, Telnet or any other custom method. The SIK also supports any Auto Configuration Server (ACS) and manages the experience if things go wrong. The software integrates with any remote management system from Emotum or 3rd party providers, to ensure seamless provisioning of the customer's equipment.



#### **Secure Wireless Set-up**

Set-up an internet connection and wireless home network completely wirelessly end-to-end, or simply add a new PC to securely connect to your wireless network. Automatic set-up of internal or 3rd party network adapters is supported using any encryption method required.



#### **3rd Party Software**

3rd party software is easily and silently installed or configured by the Self Install Kit software with minimal requirement from 3rd party vendors. As software developers who understand software developers, Emotum adopts industry best practice techniques to ensure that we can work with your suppliers efficiently and with no fuss.



#### **Compete on Customer Experience**

Usability and design is the core of the Emotum ethos. Our Human Centred Design (HCD) methodology ensures a personalised, positive customer experience. Studies with our customers have shown a marked increase in customer satisfaction and brand loyalty directly related to using Emotum software. Differentiate your brand in the market place and compete on customer experience rather than price with software from Emotum.



### *Reduced Operational Costs*

#### **97% Success rate on installation**

Studies with our customers have shown Emotum software enjoying up to a 97% success rate on installation. Emotum software has consistently out-performed expectations and reduced multiple phone calls to less than one call (per customer per installation) configuring a variety of devices on multiple access networks including ADSL, cable, mobile broadband and dial-up.



#### **Hardware & Network Agnostic**

Emotum Self Install Kit Software is hardware and network agnostic. Service Providers can have multiple hardware vendors and multiple access types supported by the one installation CD (or USB key). Setup configurations typically include modems or home gateways, internal network adapters or modems, and external peripheral devices. Emotum software is designed to be easily customised and localised to service providers' individual requirements with the minimum of fuss.

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## Multiple Operating System Support

Emotum software supports what you support. Standard product offerings are based on our customer's support strategies and typically support Windows XP SP2+, Vista & Windows 7. Mac OSX support is also available, and we have found that this is becoming a bigger requirement for service providers as market penetration increases. Support for other operating systems is available on a case-by-case basis.



## Helpdesk Tools

Sometimes phone calls are unavoidable. When self-help is unsuccessful, the Self Install Kit guides the customer to contact a Customer Service Representative (CSR), with recorded steps and plain language descriptions to help the CSR identify the next steps for problem resolution. In addition, the software contains a valuable set of advanced tools to assist the CSR to get the customer back online.



## *And There's More!*

Extend the functionality of the Connection Centre with additional Emotum software:

- » **Connection Centre (CC)** - self-help & helpdesk support
- » **Connection Manager (CM)** - mobile & wireless connection management
- » **Emotum Software Update System (ESUS)** - digital distribution & management
- » **Emotum Statistics & Reporting System (ESRS)** - network & customer intelligence
- » **Emotum Marketing & Notification System (EMNS)** - targeted ads & alerts

## Why did we create this software?

Our relatives know we work with computers & the internet. By default, we become the first line of customer support whenever any of them buys a new computer or tries to set-up their internet. We think that set-up should be so easy that they don't need to call us on the weekend :-)

As specialists in software design and technology we also saw the opportunity for service providers to reduce support costs, lower churn rates and generate new revenues by providing the right tools to their customers.

At Emotum, we believe that new opportunities for service providers rely on providing customers with a good experience. We want to help make this happen.

## About Emotum

Headquartered in Sydney Australia, Emotum Pty Ltd is marketing customised and localised fixed-line, wireless and mobile broadband software solutions in Europe, the Americas and Asia Pacific.

Our mission is to partner with its clients in the provision of innovative software solutions that solve the financial and technical challenges implicit in capturing and servicing the non-technical mass market.

For more information on this or any other Emotum software product, including case studies and product demonstrations please email [enquiries@emotum.com](mailto:enquiries@emotum.com)