

# Self Care Portal

## An Internet based front-end for telco customers

**Increase customer satisfaction** through an advanced and productive rich user interface and high usage experience factor.

**Reduce operations costs** of customer care through Internet, chat, internet voice call and knowledgebase.

**React to changes** in product and service offering in a quick and efficient manner.

**Increase customer loyalty and retention** through advanced and easy to use self-care features. Forrester and IDC studies demonstrate that customer satisfaction is leading to a greater turnover and more profit.

**Collect marketing information** with self care usage statistics and survey customer opinion in services provided.

**Integrate easily** with product catalogues and other BSS systems via documented, open SOA-based interfaces.

### Introduction

The Internet is the most rapidly growing sales and customer service channel for multi-play telecommunications operators. Self Care Portals are becoming increasingly important to both operators and customers today. Market competition has lead to demand for enhanced customer experience and innovation in the self care portal arena.

**Verax Self Care Portal** (SCP) provides a single point to market, sell and manage various telecom services offering an understandable, easy to navigate, rich internet application interface to end-customers. Verax Self Care contains the following functional components:

### Portal and CMS

The portal is responsible for displaying pre-login internet content such as news, product announcements, internet links and other information. Third party content can also be integrated. The SCP content is managed by a built-in Content Management System.

### Home page and dashboard

The home page is an entry point to the entire SCP application once the user login has been completed. It displays CMS-stored content such as news, information about new products, special offerings and others. The dashboard view provides an efficient means to help users navigate through the SCP interface.

### Account management

The account management function allows users to configure their account details and set up preferences such e-mail addresses, contact details, passwords and others.

### Service management

Verax SCP allows users to manage their subscriptions (e.g. activate new services, upgrade, purchase additional options, change tariffs). It is a critical function to any operator, as new offerings increase the ARPU. Service management allows for seamless reflection of product changes and new offerings.

### Invoices

Verax SCP supports invoice listings with an online usage and bill tracking system that will help customers to keep an eye on their account balances and itemized usage.

### Service rating

Verax SCP provides a user interface to rate the services provided in an on-line manner in order to provide the operator with information on customer experience.

### Analytics

The analytics module allows presentation of service-dependent usage information such as: amounts of data transfers, numbers of calls, etc.

### Consultant contact

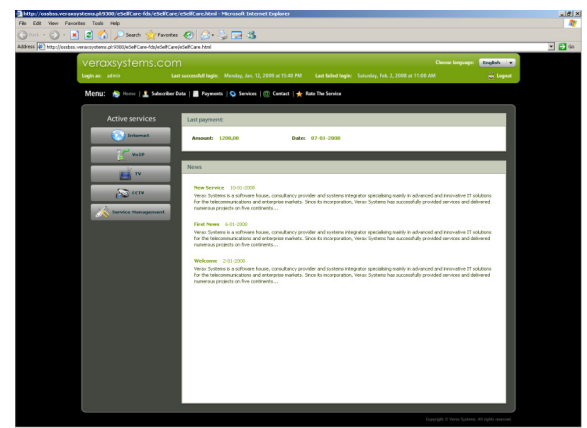
Verax Self Care Portal provides means to contact the call center personnel over e-mail, chat, voice and video constituting an efficient interface between the operator and its customer base.

### Knowledgebase

The portal contains a knowledgebase (managed via a CMS) to provide customers with information on products, hardware manuals and other. Both the knowledgebase and the SCP portal are indexed and searchable.

### Integration with Google! Analytics

Verax SCP is ready for indexing and profiling using Google! Analytics in order to collect detailed statistics about the portal visitors including usage, search behavior and others – a must-have for modern marketing.



## About Verax Systems

– Verax Systems is a software product & solution provider specializing in network management, application monitoring and operations support systems.. Since its incorporation, Verax Systems has successfully provided services and delivered numerous projects on five continents.

### Increasing user experience

Verax Self Care Portal was built using the Adobe Flex Rich Internet Application (RIA) technology in order increase customer loyalty through user experience. According to Gartner, in 2010 60% of new and 25% of all existing applications will be built using RIA. Verax Systems chose RIA for the Self Care Portal in order to ensure:

- High user experience and productivity, and thus customer loyalty,
- Dynamic application behavior to keep user focused at all times (increases productivity and satisfaction).
- Asynchronous architecture to achieve fully bidirectional information flow.
- Integration with media and web 2.0
- Support for users with impediments (e.g. vision, movement), e.g. integration with Jaws, full keyboard navigation, etc.
- Full integration with browser navigation (back, next buttons and history).

### Scalability

Built on the state-of-the-art J2EE application server technology and clustering, the Verax Self Care Portal provides exceptional customization and extension capabilities as well as high scalability (up to thousands of managed elements). Due to use of RIA technology and extensive processing on the client side, operators make significant savings on the server-side hardware.

### International support

All Verax OSS/BSS suite applications, including the Self Care Portal are multilingual. The language of the user interface can be changed at any time. Such an approach significantly reduces the total cost of ownership for non English speaking or multilingual countries.

### Business benefits

Forrester and IDC studies demonstrate that customer satisfaction is leading to a greater turnover and more profit. The Verax Self Care portal allows operators to:

- Increase customer retention and loyalty.
- Be able to change quickly (e.g. advertise and deploy new products and services).
- Reduce operational costs.
- Provide cost effective 24x7 operations.

### OPERATING SYSTEMS SUPPORTED (SERVER SIDE)

Linux x86 and x64 systems (2.6.x kernel required) such as Red Hat Enterprise Linux, SuSE Enterprise, Debian, Mandrake and others (Verax Systems recommends Enterprise Linux systems) using Tomcat as an application server.

Solaris 2.9, 2.9 and 10\*\* (SPARC and x86 processors) using Tomcat as an application server.

Microsoft Windows 2000, XP, Server 2003 (PC).

IBM System i (OS/400) version 5 and later (requires WebSphere application server license).

Verax OSS/BSS Suite has been implemented using Sun Java technology for maximum portability – please check with us for support for other operating systems.

### DATA BASES SUPPORTED (SERVER SIDE)

Oracle 9 and 10 (grid configuration optionally).

MySQL 4 and 5 (as a cluster optionally)

IBM DB/2

Microsoft SQL Server 2000

Please check with us for support for other, less popular database systems.

### CLIENT SIDE

Any web browser supporting Adobe Macromedia Flash technology.

### On-line demo

Verax OSS/BSS Suite on-line demos are available at: [www.veraxsystems.com/en/products/ossbss](http://www.veraxsystems.com/en/products/ossbss)

### Learn more

To learn more about Verax OSS/BSS Suite visit us at: [www.veraxsystems.com](http://www.veraxsystems.com).