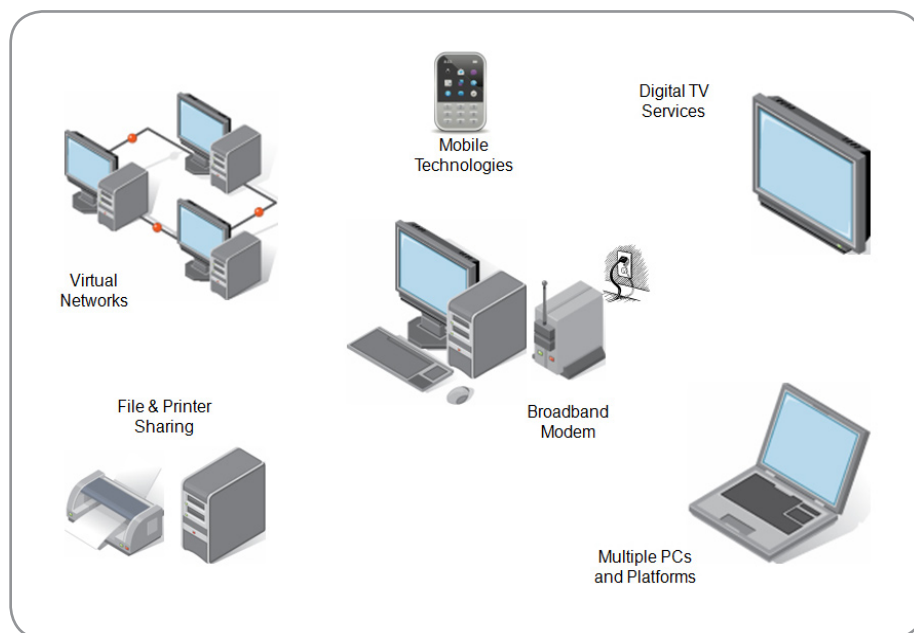


# Consona Subscriber Activation

## What It Is

**Consona Subscriber Activation** installs and activates new broadband devices and services. By minimizing complex startup and connectivity issues, Subscriber Activation provides a smooth and trouble-free experience for new customers as well as existing ones who are buying new services. And that can ease the load on service providers like you—reducing the high levels of support that you may have absorbed (at considerable cost) in the past.

## The Digital Home...is changing



## Activation...is changing

- Wi-Fi Setup and Configuration
- Virtual Private Network
- File and Print Sharing
- Service and Setup across all digital devices



## Benefits

### Reduce customer acquisition costs

Lower installation and activation-related support calls by as much as 30%.

### Increase ARPU

Introduce customers to value-added services such as increased security or music downloads—introduced seamlessly in the installation process.

### Increase customer satisfaction

Foster a positive customer perception through a smooth and consistent user experience, right from the start.

### Rapid time to revenue

Realize revenue more quickly as new customers are connected faster and new services are activated at a higher rate.

## What You Get

- Multiple language support
- Video and animation
- Intelligent configuration and troubleshooting of network settings
- Wireless network setup including establishing SSID, WEP or WPA keys
- Protection of known working state for later troubleshooting
- Optional surveys on customer satisfaction and call avoidance
- Back-end logging and reporting of every step of the installation process
- Integration to other support software tools such as Consona Service Verification, Service Gateway or Live Assistance
- Windows and Mac platform support

## Why You Need It

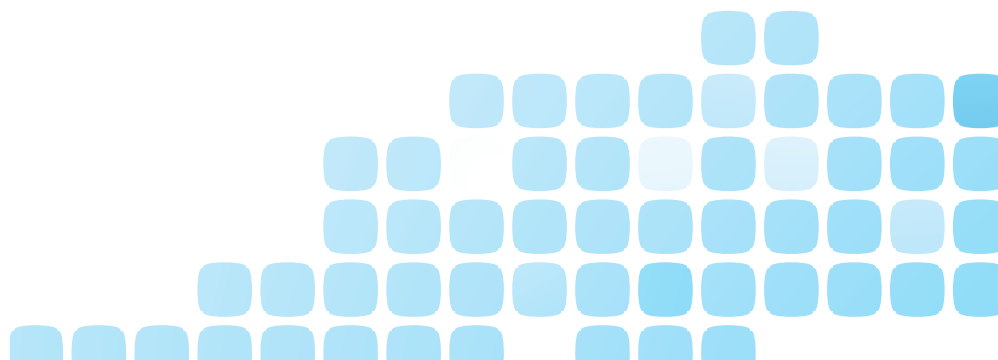
In the multiplay business model, there is a unique opportunity to deliver many services to a home over a single physical connection. But every new subscriber or service connected requires a provisioning process that can be costly and time consuming. In addition, providing new services can stimulate customer churn because the startup process can have a disproportionate reflection on customer satisfaction. But not with Consona Subscriber Activation.

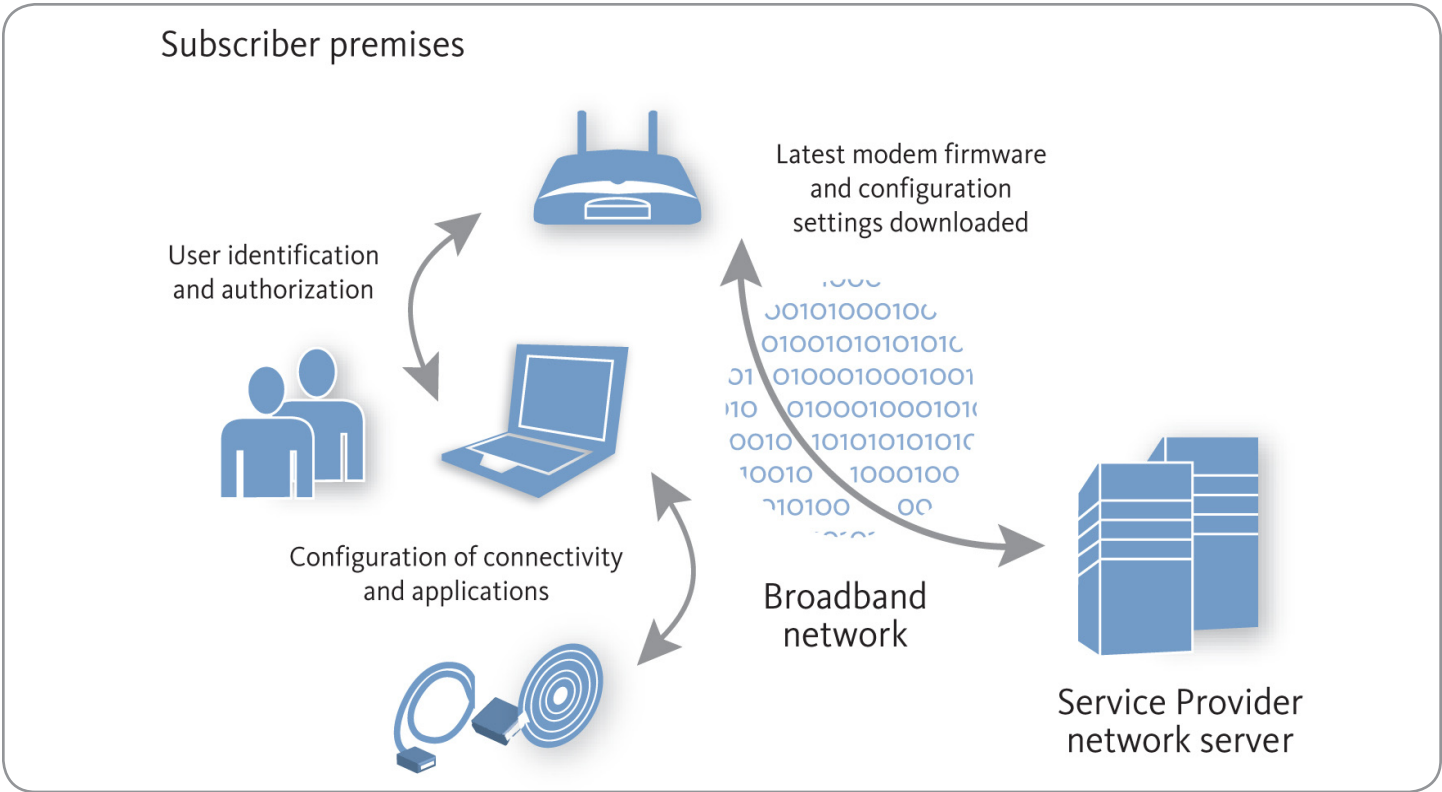
Our unique solution is based on a deep understanding of end-user requirements and extensive experience in technical support call center operations. Subscriber Activation automatically determines if a subscriber's computing system and associated devices meet the required minimum specification for broadband services and, if so, enables self-installation of the chosen devices and services. remotely assisting customers using advanced diagnostics.

## How It Works

Subscriber Activation provides step-by-step flow charts to hide technical complexity, resending your users with a series of simple, illustrated actions, such as a picture of a modem, a specific cable socket and many others. It supports installation procedures for basic network connectivity (PC/gateway/set-top box and other local devices); wide area connectivity (DSL credentials, access to walled garden, full Internet access); Wi-Fi device activation; email account creation; and email send/receive round-trip testing. You can even build in automated software downloads (such as for security products) and install and configure value-added products and services.

Best of all, the Subscriber Activation software can be run from a CD or online, or configured to use both. This flexibility enables you to change the features, functions and processes without having to re-burn CDs for millions of end users.





The presentation layer is designed for maximum flexibility, using common web technologies such as HTML, XML, CSS and JPG. This allows you to easily customize its look and feel, ensuring that they follow your corporate style.



**Consona Corporation**  
 450 East 96th Street, Suite 300  
 Indianapolis, IN 46240

Toll Free/Fax:  
 (888) 8 CONSONA  
 (888) 826-6766

info@consona.com  
 www.consona.com/crm

**About Consona CRM**

With a comprehensive set of solutions spanning self-service, customer management, chat, communities and proactive, just-in-time marketing and support—all fueled by a patented, best-of-breed knowledge management platform and backed by advanced analytics—Consona’s KCS Verified tools are the choice for integrated, multi-channel customer service and support. The only CRM vendor focused entirely on service and support, Consona helps the Global 2000 control costs while providing a superior customer experience.

Consona  
**Problem: Solved!**