



## Radialpoint Premium Support Services

Radialpoint's Premium Support Service provides ISPs with comprehensive best-of-breed assistance for the digital home. This innovative and billable service delivers 24/7 online and phone assistance by highly skilled technicians who can address all aspects of customer setups – from device installation to networking issues and malware removal. It helps position the ISP as a one-stop IT Manager, supporting and protecting subscribers' digital technologies and assets on an as-needed or monthly basis, which builds new and recurring revenue streams, deepens customer relationships, and lowers customer service costs.



### Market Need

With 25% of consumers unable to set up a home network or fix a frozen PC, there's a tremendous opportunity for ISPs to step in and offer premium support to their customers. Today's digital home is full of devices like smartphones and PCs, and everyone expects them to work perfectly and communicate seamlessly. The reality is, however, that many consumers simply do not have the skills or experience to effectively manage their own technology. With Radialpoint's all-encompassing Premium Support, ISPs can profitably expand and monetize the technical assistance they provide while saving their customers a lot of time and frustration.

- ▶ 78% of consumers suffered a loss of data<sup>1</sup>
- ▶ 47% experienced "slow Internet"<sup>2</sup>
- ▶ Only 36% could solve PC problems themselves<sup>3</sup>
- ▶ 25-50% of calls to ISPs were "out of scope"<sup>4</sup>
- ▶ 85% call rate regarding new CPE routers<sup>5</sup>
- ▶ 26% of subscribers would pay \$59 per incident<sup>6</sup>
- ▶ 17% of subscribers would pay \$120 for a year of support<sup>7</sup>

### ISP Opportunity

#### Become the IT Manager of the Digital Home

Many subscribers waste precious time trying to set up and maintain their household's various devices. And since conventional ISP technical support does not provide proactive assistance or handle the full spectrum of device issues such as malware infection, consumer frustrations are high. With Radialpoint's Premium Support service, ISPs are perfectly positioned to capitalize with this end-to-end solution – and for great dividends. Once on a trouble-free computer or home network, confident customers use more services, and ISP problem-solvers get recommended to other family members, friends and neighbours.

#### Save Consumers up to 80 Hours per Year

Recent surveys have shown that a typical ISP customer spends up to eight hours a month trying to solve technology issues. Such tasks as product and network setup, fixing common PC problems, eliminating malware, and regular maintenance tie up a lot of the average consumer's leisure time and impede the efficiency of home-based workers. Radialpoint can provide crucial, timely and effective premium assistance in a fraction of that time – a huge savings, which many customers are happy to pay for per incident or on a monthly basis.

## How does it work?

Radialpoint's Premium Support Service is available for two different customer scenarios: ongoing coverage and as-needed requests.

### Monthly Help Desk

- Includes any IP-enabled device in home.
- Initial PC cleaning fee plus ongoing monthly technical support fee with minimum commitment (e.g., 6-12 months).
- Level of service can be tiered.

### Single Support Session

- One-time live expert support for a single problem.
- Comprehensive "catch-all" offering covers setup, configuration, general questions and malware removal (if required).
- Personal home visits are available, although rarely needed due to the effectiveness of online and phone support.

## Features

- **Expert Agents:** On-demand support from agents to quickly fix subscriber problems, including "white-glove" assistance delivered via phone, chat and screen share. Agents are certified in multiple technologies and customer troubleshooting techniques.
- **User Self-Help & PC Optimization Tools:** One-click fixes, scans to solve common issues, access to knowledge-base, and applets for PC optimization and connection.
- **Proactive Support:** Real-time visibility tools into software and hardware problems to pre-emptively provide resolutions.
- **Tutorials:** Rich and dynamic online content for in-bound "How do I...?" queries provided through an intuitive interface.

## User Benefits

- "One-stop-shop" for subscribers to receive immediate support for entire digital home via a single phone number.
- Desktop software monitors ongoing health of the PC and provides "one-click" access to highly skilled support technicians.

## ISP Options

- Full ISP tailoring and branding through white-label deployment.
- Monthly subscriptions and "à la carte" offerings support different pricing models.
- Can easily be integrated with other Radialpoint services such as Servicepoint Dashboard, Internet Security Services, and Online Storage Services.

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### About Radialpoint

Radialpoint is expanding the revenue potential of Internet Service Providers (ISPs) worldwide through its managed service and support solutions for the digital home. Radialpoint solutions allow ISPs to take on the role of "IT Manager," by providing a fully-integrated suite of services that feature easy to use and effective management and support solutions designed for consumers. More than 50 million Internet subscribers worldwide have access to software and services from Radialpoint to protect, optimize and maintain their Internet-connected systems. Radialpoint customers include the world's largest service providers, such as BT, Verizon, AT&T, Virgin Media, Bell Canada, Cox Communications and Sky. Radialpoint has been named one of Canada's 50 Best Managed Companies, one of Montreal's Top 15 Employers, and is a three-time recipient of the Deloitte Technology Fast 50 award for the fastest growing technology companies.

Radialpoint is headquartered in Montreal, Canada, with offices in Boston and Europe. For more information, visit <http://www.radialpoint.com/>.