

OPERATOR COST SAVINGS FROM IMPLEMENTING MOBILE CONNECT AUTHENTICATING CUSTOMERS FOR CALL CENTER CALLS

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Etisalat enable Mobile Connect

8

Markets

10

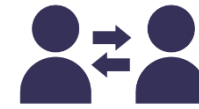
Million users enabled

Implement for own services first



BEFORE MOBILE CONNECT

- Caller answers 7-10 questions to identify themselves
- 1'30" to 2' to authenticate



AFTER MOBILE CONNECT

- Receives Mobile Connect request on mobile, click "OK"
- 20" to 30" to authenticate



Results



30% improvement efficiency for the call centres on active Mobile Connect Customers

Customers spend over 1 minute less in each call

