GSMA Services Showcase Live
Every tech problem made painless
We exist to make every tech problem painless

Protect • Repair • Upgrade • Support

Technology has transformed the way we live
We enjoy continuous connectivity
We have become reliant on our devices
Even short tech interruptions cause significant disruption

Our Purpose
With one complete service solution

Protect • Repair • Upgrade • Support
We use real-time data & consumer input to give people the service they need, when they need it.

**Single resolution platform**
Single system maximizing one-contact resolution and speed of resolution.

**Remote diagnostics**
Incorporates remote triage and all verification of all coverage options.

**Location-based options**
Incorporates location data and integrated coverage verification checking before offering solutions.

**Best next solution**
Holistic view of the customer, with best options identified and all options presented.

**Omnichannel**
Providing consistent experience across all channels and driving self-serve support.

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**Is it broken?**
Off-device triage
On-device diagnostics

**Is it covered?**
Warranty Management
Device Protection
Remorse System

**What options?**
Returns Systems
Repair Network
Trade-in / Upgrade

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**Support Channel**
- In-Store
- Online
- Mobile Application
- Customer Support

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**What do you want to do?**
- Return
- Replace
- Repair
- Upgrade

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**Transaction booked**
We depend on smartphones...

- >4 Billion independent smartphone users globally
- >1.2 Billion new device sales every year since 2014
- The price of smartphones has increased by >490% over the last 20 years
- The average person spends >4.8 hours on their phone everyday
- Device residual values are increasing
- Consumers are holding onto devices for longer: >3.2yrs on average
...but breakage is somewhat inevitable

In the US Alone.....

2 smartphone screens are cracked every second.

95 million smartphones are damaged each year by drops.
Est. $29.8bn Total Equipment Value

It’s thought that 72% of people own a broken smartphone.
...and device lifecycles are inefficient

What consumers do with smartphones when they no longer need them:
CIRP 2021

- Sold
- Traded-In
- Kept
- Gave to Friend / Family
- Recycled
- Lost/Stolen/Broken
Thank you

likewize.