

Uniting Excellence — Motive and Accenture



DRIVING INEFFICIENCIES OUT OF THE SERVICE DELIVERY PROCESS

+ enriched

“Intelligent service solutions can simultaneously generate revenue, reduce costs, and improve customer service—a huge opportunity we are encouraging our clients to evaluate.”

Dale Raan
Managing Partner—Global
Communications CRM
Accenture

VERIZON CASE STUDY

“Installing smart diagnostic tools will make life online easier for our dial-up and DSL customers, by helping them solve basic problems and get answers to their questions any time, day or night.”

Mark Davis,
Group President—Operations,
Verizon Advanced Services

At Verizon, Motive is being used to automate key steps in the service delivery process and seamlessly connect information, resources and people in a dynamic service network. Accenture is providing Program Management, Business Process Consulting, Customized Business Process Training, Technical Implementation, and Resource Optimization Services to help Verizon create a world-class approach to customer care.

Skyrocketing customer support costs. Fragile client relationships. Increasingly complex products to maintain. Today’s leading consumer and enterprise technology suppliers are demanding innovative ways to provide new, revenue-generating service offerings in conjunction with better customer care—all in a cost-effective manner. The Motive-Accenture Alliance has been structured to help these technology leaders deliver on the promise of intelligent service. With projects at leading government, product, communications, and high-tech companies, Motive and Accenture are uniquely positioned to combine their joint strengths to bring a series of groundbreaking solutions to market.

With more than 75,000 people in 47 countries, Accenture can quickly mobilize its broad and deep global resources to accelerate results for clients. The company has extensive experience in 18 industry groups in key business areas, including customer relationship management, supply chain management, business strategy, technology and outsourcing. Accenture also leverages its affiliates

and alliances to help drive innovative solutions. Strong relationships within this network of businesses extend Accenture’s knowledge of emerging business models and products, enabling the company to provide its clients with the best possible tools, technologies and capabilities. Accenture uses these resources to serve as a catalyst, helping clients anticipate and gain value from business and technology change.

Motive provides intelligent service solutions for the world’s leading digital brands. Motive’s software and service expertise enable technology leaders to create a new generation of “smart products” that deliver service as an integral part of the user experience. Using Motive’s intelligent service solutions, world-class companies such as 3Com, AT&T Broadband, Fujitsu, Microsoft Great Plains, Hewlett-Packard, and Verizon are transforming their products and turning service from a cost center into a key competitive advantage.

The Software Foundation

Unlike traditional service applications, Motive’s intelligent service solutions

are built directly into products and applications to automatically fix problems and deliver value-added services to customers. These automated services enhance the user experience and improve profit margins, while reducing demand on the service center and streamlining service operations.

Core to Motive is the ability to intelligently gather contextual information directly from the user’s application or device, and use this data to drive the diagnosis and resolution of a wide variety of “how to” and “break-fix” questions and problems. With Motive, technology suppliers can deliver a new generation of “smart” consumer products, such as remote personal computers, communications services, peripherals, software, and wireless devices, and smart enterprise products such as servers, storage devices, networking equipment, and mission-critical software. Powered by Motive, these products can execute self-diagnosis and self-healing functionality; customers have instant access to personalized self-help and expert assistance; and customer service representatives



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can provide digitally assisted services such as remote diagnosis and repair. Motive also enables intra group, division, or company service networking, providing the infrastructure for intelligent request routing along with a more efficient system for incident collaboration, escalation, or transfer.

Specific Motive Solutions include: Communications Service Solutions; Consumer Technology Service Solutions; Enterprise Software Service Solutions; and Enterprise Hardware Service Solutions.

The Critical Success Factor: Smart Rules, Decisions, and Processes

A series of strategies, objectives, rules, and processes are critical to the successful implementation and utilization of Motive software. To fully realize the potential benefits of intelligent service, a company must often

make several, challenging functional decisions centered around areas like hiring policies, training procedures, incentive and compensation plans, problem-solving workflows, service level agreements, maintenance fees, value-added services plans, and more. Additionally, a series of technical choices must be made around UI customization, messaging, automated content, queuing and routing, and system integration.

Accenture's services teams bring industry-leading expertise to help global companies make smart decisions and rapidly deliver an outstanding series of software assets. Teaming with Motive, Accenture helps organizations deploy, integrate, leverage, and extend intelligent customer service solutions. Using a series of proven methodologies and best practices, Accenture and Motive resources also maintain

focus on deliverables and success criteria, enabling clients to realize substantial gains.

Key business drivers for the joint offerings include:

- Operating cost reductions,
- Improved revenue growth, and
- Increased customer retention and customer satisfaction.

Motive and Accenture In Action

Motive and Accenture have built joint assets including:

- *Consumer Electronics Support Solution* at the Accenture Customer Interaction Optimization Center in Minneapolis, MN
- *Broadband Customer Service Solution* at the Accenture IP Solution Showcase in Dallas, TX

Additionally, Accenture and Motive are building solutions for clients in a variety of locations in North America, Europe and Asia-Pacific.

FOR MORE INFORMATION.

If you are interested in how Motive and Accenture can add value to your service delivery initiative, please visit <http://www.motive.com> or <http://www.accenture.com>.

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ABOUT MOTIVE.

Motive's intelligent service solutions enable companies to create a new generation of "smart products" that deliver service as an integral part of the user experience. Using Motive, technology leaders such as 3Com, Adelpia, HP, and Verizon are turning service into a key competitive advantage.



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