

## Advanced Usability Service



**“When systems match user needs, satisfaction often improves dramatically. In a Gartner Group study, usability methods raised user satisfaction ratings for a system by 40%.”**

— Bias and Mayhew

Quality service has become not only a unique and competitive differentiator—it is now a prerequisite for success. One key area that has a major impact on the quality of the overall service operation is the online customer experience. Enhancing the online experience for end users empowers companies to increase product performance and adoption, increase customer satisfaction, reduce costs, and ultimately maximize the return on software investments.

Advanced Usability Service is an expert service that leverages Motive’s in-house usability lab and best practices to enhance the experiences that end users, customer service representatives, tech support personnel, and system

administrators have with your Motive products. This service provides a flexible approach for delivering end-to-end usability services including scenario development and prototyping, expert evaluation, and usability testing of products, procedures, and support materials. The outcome of this service includes recommendations that plug seamlessly into the deployment or post-deployment cycle to help streamline software development, increase product performance and adoption, and decrease support costs.

Motive’s expertise in service delivery software helps customers maximize the value they get from Motive-enabled products and services. Motive’s feature-rich products are designed to meet the needs of customers who want best-in-class service and support software. While the user interface of Motive’s software is designed to meet most needs of its wide customer base, Motive recognizes that customers have unique objectives, tasks, and expectations that impact the user interface design. With experience from over 100 production deployments for a broad

range of companies with a broad range of end users, Motive knows what it takes to recognize and address the key elements necessary for successfully implementing the optimal user experience for service infrastructure software.

### **Increasing product performance and adoption**

Advanced Usability Service is designed to enhance the productivity of users and the overall user experience—keys to user satisfaction and retention. The Motive approach employs best practices for understanding end users, their goals, and the steps they take to reach the desired outcome. This provides a clear focus on the entire user experience and enables Motive to determine specific strategies for improving the user experience in a wide range of environments.

### **Decreasing support costs**

When it comes to software, superior usability design helps reduce costs that result from user mistakes and decreased productivity. In other words, the more user-friendly and field-tested the software, the fewer support calls your call centers will



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receive. Motive's Advanced Usability Service enhances usability design by pinpointing key areas for improving the self-service experience. This reduces or eliminates the need to send customers to more expensive service and support channels and thereby lowering overall support costs.

## Enables efficient software development

Motive's Advanced Usability Service facilitates a more efficient software development process by focusing development efforts on areas with the greatest impact on the overall user experience. Motive provides an in-house, state-of-the-art usability lab that is a platform for conducting usability design and testing activities. By utilizing a systematic but flexible methodology for implementing usability tasks, this expert service provides a modular approach that can be seamlessly incorporated into existing deployment or post-deployment enhancement activities.

## An infrastructure built for service

Motive Advanced Usability Service, part of the Motive Service Management Suite, is built on a comprehensive, distributed architecture specifically designed for managing business process and technology ecosystems that drive product, service, and operational competitiveness for Global 2000 companies. Motive's management technologies are broadly organized into three layers: ecosystem blueprinting, management infrastructure and management applications. Motive's ecosystem blueprinting technology provides just-in-time modeling of all the data required to manage complex, interconnected process workflows and technologies, and measure their economic impact on business operations. Motive's ServiceNet Infrastructure™ provides a secure and flexible service management environment that easily integrates with existing business systems, and scales to accommodate changing and growing service demands. Motive's robust and flexible management applications layer provides

extensible, programmable components that accelerate time-to-value for applications for three areas: problem management, configuration management, and policy management. Together, these technologies form a powerful foundation that gives service providers the most advanced service management capabilities in the industry.

Motive's expert service offerings are designed to accelerate value and reduce risks associated with various stages of mission-critical deployments. Advanced Usability Service helps providers enhance the online experience for every user—from end users to support technicians to system administrators—through better usability design and deep understanding of the online experience. The result is a dramatic improvement in customer satisfaction, productivity, retention, and return-on-investment. To learn how Motive's Advanced Usability Service can improve the online experience your customers experience with your service infrastructure software, visit [www.motive.com](http://www.motive.com).

## ABOUT MOTIVE

**Motive is the leading provider of service management software for Global 2000 businesses. The Motive Service Management Suite is the only software solution that enables companies to manage process and technology ecosystems in a business-relevant way. Motive's patented technology and approach have been proven in more than 30 million implementations worldwide by communications industry leaders such as Bell Canada, BellSouth, British Telecommunications, cablecom, Charter Communications, Cox Communications, Deutsche Telekom, NTL, SBC Communications, Telenet, Telewest, TELUS, Time Warner Cable and Verizon.**



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