

## Don't dispose of customers

Challenge: Maintain customer satisfaction economically during ADSL installation

Solution: Dual ADSL/3G modem

Benefits:

- Customer is kept happy
- Failover capacity
- No need to provide redundant hardware
- Potential for increased ARPU

Hardware: NetComm 3G12W

Any carrier knows that providing a new ADSL connection to a customer is not always straightforward. Problems of location, exchange capacity, 3<sup>rd</sup> party cable owners, technical resources and building infrastructure can all pose delays between the time the customer signs up and the time their data starts flowing.

Naturally even a delay of a day or two is intolerable for most customers, especially those trying to operate a business where high-speed data flow is mandatory.

Some carriers endeavour to fill this gap by offering their customers a 3G modem to maintain their connection whilst the ADSL service is being organized. Whilst this is excellent for customer service, it is an expensive option, since the 3G modem usually has to be written off when the ADSL hardware comes online. There is little hope of recovering the 3G modem and re-selling it.

The NetComm 3G12W helps solve this problem by fulfilling both roles. It is the world's only router purpose built for equal balance between 3G and ADSL connectivity. For carriers, providing new clients with this single unit allows them to receive a 3G (HSPA) service whilst the wired connection is being installed. Once that is connected, there is no need to provide an additional ADSL modem. For homes or businesses that place a high priority on staying connected, the 3G12W can act as a failover, switching to the secondary signal automatically.

When a valid 3G SIM is inserted, the device then becomes a mobile office. The 3G connection can be shared with multiple devices via Ethernet or the built-in Wireless N capability. This is an excellent solution for small businesses, especially those that require a degree of mobility in their operations.

The unit can be set up according to offer whichever type of connection the user opts for as their primary: ADSL2+ or 3G (HSPA).

A potential outcome of providing a customer with this device is that once they experience the speed and convenience offered by mobile broadband they will come to see 3G as a more attractive option, regardless of their current attachment to ADSL. This can lead to increased ARPU at a later date.

The 3G12W is customizable to suit the needs of carriers and vendors. As ever, NetComm is committed to working with its customers to build their desired solution.