

## A CASE STUDY

# Diagnosing Mobile Device Issues Quickly & Accurately Improves Customer Experience

### Highlights

**343.3 million smartphones shipped worldwide in Q2 2016\***

**58% of iOS devices failed in Q2 2016\*\***

**35% of Android devices failed in Q2 2016\*\***

In today's competitive marketplace, mobile carriers and device manufacturers must deliver maximum value for their customers and improve the customer care experience across every channel. This has led to greater investments in staff training, education and technology – with the intent of keeping existing customers satisfied and loyal, boosting their Net Promoter Scores, reducing subscriber churn, increasing foot traffic and driving contract upsell opportunities. But the key to achieving these goals is being able to diagnose and repair device issues quickly, easily and accurately.

### Thegioididong.com

Thegioididong.com is one of the leading distributors of consumer electronics (smartphones, tablets, laptops and accessories) in Vietnam, with over 890 stores spread across 63 cities and provinces. Over the years, Thegioididong.com has differentiated itself by offering a superior customer experience.

### Challenge

According to figures released by IDC in its Worldwide Quarterly Mobile Phone Tracker report, a total of 343.3 million smartphones were shipped worldwide in the second quarter of 2016. But as our recent [State of Mobile Device Performance and Health Report](#) has shown, it's quite common for mobile devices to experience a plethora of performance issues, ranging from poor battery charge and overheating to crashing apps, weak carrier signal, WiFi connectivity and many other issues.

As a result, mobile service providers and distributors are increasing their investment and focus on improving the customer experience – with the intent of keeping existing customers satisfied and loyal, boosting their Net Promoter Scores, reducing customer churn, increasing foot traffic in retail stores and driving new sales and upsell opportunities. But the key to achieving these goals is being able to diagnose and repair device issues quickly, easily and accurately.

\* IDC Worldwide Quarterly Mobile Phone Tracker Report, Q2 2016

\*\* The State of Mobile Device Performance and Health Report, Q2 2016



**The Blancco Diagnostics solutions have become an essential tool for our customer service and repair staff in all of our stores. It has empowered our staff to easily, quickly and accurately identify the root cause of issues on customers' devices. As a result, we've seen a major impact on our business in the form of happier and more loyal customers, increased foot traffic into our stores, as well as significant cost savings and operational efficiencies for our business."**

– Le Huy Toan, Multi-Categories Director, Thegioididong.com

## Results

**Faster Processing & Repair Time (Reduced from 5-7 Days to 30-60 Minutes)**

**Approximately 40% Reduction in NTF Returns**

**Improved Customer Satisfaction**

Knowing how important it is to deliver a superior customer experience, Thegioididong.com needed to find a mobile diagnostics tool that could cut down the time it takes to diagnose performance issues on its customers' mobile devices, make more accurate diagnoses of what's ailing the devices and ultimately, improve customer satisfaction long-term.

## Strategy

Using our Blancco Diagnostics solutions, Thegioididong.com has been able to make several improvements to its business operations, including reducing time spent by staff diagnosing devices, faster delivery of repaired devices to customers, more accurate diagnoses and a significant reduction in NTF (No Trouble Found) returns. Prior to implementing the Blancco Diagnostics solutions in its retail stores, customers would bring in their lagging and sluggish devices into one of the reseller's retail stores, which would then be sent to a repair center to undergo repairs. This process would typically take 5 to 7 days and had become a source of frustration for many of its customers, who rely on their mobile devices to perform every type of activity.

Since implementing the Blancco Diagnostics solutions, Thegioididong.com has now been able to cut down that processing and repair time to as little as 30 to 60 minutes. That is a drastic improvement for its customers and the business at large, which can then reduce unnecessary spending on shipping and transportation to send problematic mobile devices to the repair center. On top of these benefits, the use of the Blancco Diagnostics solutions has also led to more accurate diagnoses of problems occurring on the devices and therefore, has reduced the overall NTF return rates by approximately 40 percent.

## Why Blancco Diagnostics

As the leading mobile diagnostics solution, [Blancco Diagnostics](#) allows your customers to easily, quickly and accurately identify and resolve performance issues on their devices. The benefits are loyal mobile customers and a more efficient workforce.

### Reduced NTF Returns

Drastically cut the quantity of NTF returns by up to 40% and save significant amounts of money on operational costs.

### Improved Customer Satisfaction

Your customers will get a quicker and more accurate diagnosis of what's wrong with their mobile devices, leaving them more satisfied and efficient.

### Increased Revenue

By optimizing device performance within your organization, your employees can spend more time selling products and less time dealing with technical issues.