



AMERICA'S LEADER IN MOBILE HEALTH AND SAFETY.

John Walsh, Safety Advocate
and Vice Chairman of GreatCall

Revolutionizing mobile care services for safer and healthier seniors, with **RemoteCall + mobile pack**.

GreatCall searched for a way to better support their customers and provide a simpler user experience. GreatCall's market focuses on the aging consumer. They consider a young customer to be in their 50s. These customers prefer a simpler UI, with an easy-to-use product.

GreatCall?

GreatCall extends beyond the health and safety products they develop, to the safety net they create for the people who use these devices, services and apps.

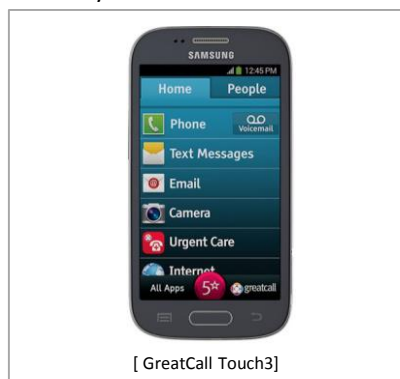
Their vision is to empower their customers to live the independent lives they love, and to be connected, protected and in control of their lives. GreatCall provides the Touch 3 smartphone by Samsung to their customers. The Touch 3 doesn't just keep you connected to friends and family, but the built-in health and safety apps give you unlimited access to GreatCall's exclusive and award-winning services. With a GreatCall GoPlan, the Touch 3 is the smart solution for ultimate independence. The 5-Star app lets

you immediately speak with a 5-Star NAED-certified Agent who can get you the help you need.

Urgent Care gives you 24/7 access to registered nurses and board-certified doctors for advice and diagnoses, and MedCoach sends friendly reminders that help you stay on top of your prescription schedule.

The Challenge

Designed by GreatCall and built by Samsung, the Touch 3 combines an ultra-modern look with GreatCall's signature simplicity. GreatCall chose Samsung because their devices naturally "blend in."



Field of Business

MVNO. Mobile Service

RSUPPORT Service in Use

RemoteCall + mobile pack was preloaded onto devices in December 2014

Summary

Established in 2006, GreatCall is the leader in mobile health and safety solutions for seniors in the US, providing independent life through a research in safety and emergency service app. GreatCall's emergency care app is one of the top medical apps in Apple AppStore.

Address

San Diego, California,
United States

Vision

Staying in control while keeping you connected and protected.

"Over the years, GreatCall has grown, but has never lost the commitment to meaningful innovation. The Touch3 and apps such as Urgent Care, GreatCall Link, MedCoach and 5Star service, all bring our vision to life; to help you live yours to the fullest."

- John Walsh, Vice Chairman of GreatCall -

“GreatCall’s mobile service for seniors was a challenge and a revolution. We needed our customers to use this service on their mobile device without hassle and complication, because call center’s response was just not enough. RemoteCall proved to be an indispensable solution to make GreatCall’s vision a reality.”

- Director of GreatCall -

With a wonderful array of apps and features, GreatCall has a wide range of customers, who all have different preferences when it comes to using a mobile device.

GreatCall offers three different types of phones: a flip-phone that provides basic calling features which is what most customers prefer, a modern day-like phone that provides easy to use functionality, but not with every feature that a smartphone would have, such as browsing, downloading, etc. GreatCall’s last option is a one-button device that allows people with limited activity to respond to urgent matters, such as emergency calls. GreatCall is able to provide a custom UI with simpler, bigger features such as icons and text, to make it easier for their customers to use.

Customers liked the idea of having extra functions and features on their phones, but often got confused and discouraged when they saw a screen they haven’t seen before, and were not sure what to do. It was sometimes difficult to communicate with and support all of GreatCall’s customers. GreatCall only had two call centers in the United States that were operating 24/7, and customers were often

experiencing difficulties using the functions on their devices

Customers often turned to their family and friends for help with their new devices, but it just wasn’t enough. Customers started flooding the call centers with calls. Customers were having issues explaining their problems to the call center representatives, and call center representatives were having an issue understanding the problems customers were having. GreatCall needed to find a way to provide support to their customers with ease.

Why Rsupport?

Samsung introduced a Remote application as GreatCall was buying devices from them. Samsung suggested that GreatCall should remotely support their customers using RemoteCall + mobile pack. With RemoteCall + mobile pack, support agents can connect remotely to provide a more personal level to solving the problem. With a powerful feature-support agents can guide and see exactly what the customer is doing, allowing them to simply see and solve the issue with ease. With RemoteCall + mobile pack, representatives and customers can better communicate with one

another, and are no longer frustrated.

Going Forward

GreatCall’s concern was to make the entire support process as simple as possible. Samsung has pre-loaded the app on GreatCall phones, so customers can now connect instantly if they have a problem.

Direct control of the device has made support shorter and faster, which has lowered the AHT, which has saved costs. With adopting Rsupport’s RemoteCall + mobile pack, GreatCall now has better communication between customers and representatives. Customers have an all-around better user experience, and GreatCall has significantly increased their sales.

RemoteCall + mobile pack has helped GreatCall create better customer service and a more user friendly support environment.

Highlights

- GreatCall is the leader in mobile health and safety solution for seniors in the United States, and chose RemoteCall + mobile pack to provide support to their smartphones and mobile app.
- To eliminate the burden of the user having to install the app, they pre-loaded the RemoteCall support app onto their Samsung Touch3 phone, reducing the cost and increasing customer satisfaction at the same time.
- GreatCall’s mobile remote support service is a custom tailored service for seniors and it is greatly contributing to GreatCall’s revenue.