Building and managing an industry-leading mobile network isn’t easy. Whether you serve thousands of customers from one area or over 85 million world-wide, each one is important. Despite best efforts, every mobile customer has experienced occasional service issues while using their cell phones. The ability to capture, understand and act on these experiences is critical to customer satisfaction.

One way to address this challenge is to proactively ask customers to just tell you. AT&T Mark the Spot is an innovative smart phone application that puts feedback power directly into the hands of any customer who wants it. Not just a sample survey, but reporting of actual experiences – anytime, anywhere. What used to be impossible is now made simple. Deploying Mark the Spot as a tool in your wireless network is like having a network technician accompany every customer to identify problem areas. Empower customers? A no-brainer.

Key Features

- Simple, easy-to use interface
- 1-click selection & submission for reporting trouble types & latitude/ longitude location
- Supports multiple trouble types, inc. wifi hotspots
- Can report trouble details
- Reports frequency of trouble
- Option for post-incident location identification
- Automatic diagnostic test to characterize latency & speed when “data failure” is reported
- Visually tracks customer report submissions & status of report
- Issues queue for later report transmission when out of coverage area
- Acknowledgement of report via SMS and billing record notation
- Backend analysis tools include clustering of reports by time, type, location parameters.
- Filtering reports against known issues to ID new issues or to correlate with investment
- Currently works w/ iPhones™, other smart phones pending

BENEFITS

- On-site & often real-time trouble reporting
- Pinpoints trouble areas before they emerge as big issues
- Avoids costly network evaluations in the field
- Identifies and validates capital budget requests & investments
- Automates mobile trouble reporting
- Builds customer loyalty and gives “voice” to the customer in influencing network investment & performance
- Easily customizable for other languages & problem types
AT&T Mark the Spot

**So how does it work?**
Customers with iPhones select the type of problem and frequency of occurrences with a simple click and send interface. The receipt is acknowledged and the data is collected for further internal analysis by your engineers.

Network engineers analyze the collected reports via an intuitive web-based application. Visual and data-oriented views help identify trouble areas. Analysis filters allow clear segregation of issues based on time, location or other factors.

Mark the Spot Data Reporting Tool analyzes individual reports by time, location, incident type, etc.

For more information contact your AT&T Representative or visit us at www.att.com/wholesale.