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Out of Box Experience (OOBE)

Android's initial setup experience is controlled by the OEM and Google. Now The Operator has a voice.

Synchronoss created OOBE to give Operators a chance to set up a personalized, branded startup experience within Android handsets. Operators can use this real estate to drive awareness of offers, strategic apps and other pre-set Operator Experiences.

Out of Box Experience ⟶

It Costs a Lot to Undo a Bad First Impression...Device Setup is No Exception

Operators Face many challenges with device setup experiences...

- **Inefficient** Store rep's time is spent assisting customers with device setup questions, not generating revenue.

- **Costly** Customer care centers are overwhelmed with increased traffic and length of calls

- **Complex** Device setup processes can be complicated leaving customers frustrated and unhappy

- **Common** With no way to customize the experience, Operators are left with a generic, complex customer experience

Device Set up.

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PERSONAL CLOUD

CUSTOMER EXPERIENCE
73%
of buyers point to customer experience as an important factor in purchasing decisions

BRANDING
79%
of consumers said that brands have to actually demonstrate that they understand and care about them before they are going to consider purchasing.

PERSONALIZATION
75%
of customers want to shop with businesses that offer personalized experiences
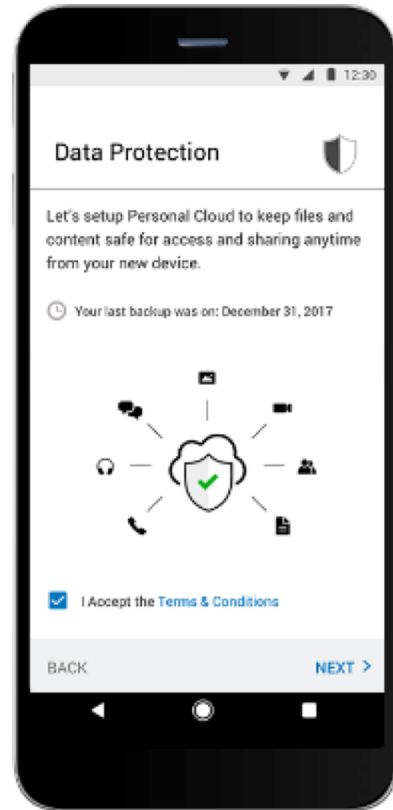
SELF SERVICE
50%
of customers think it's important to solve product or service issues themselves

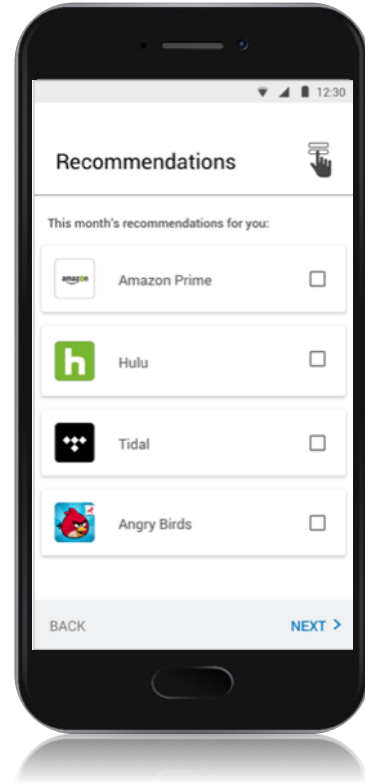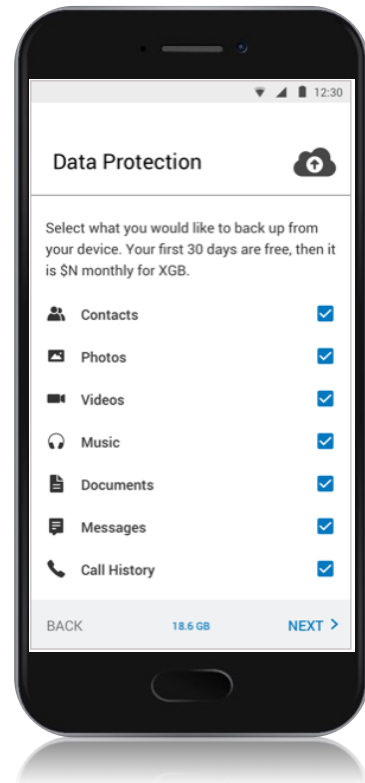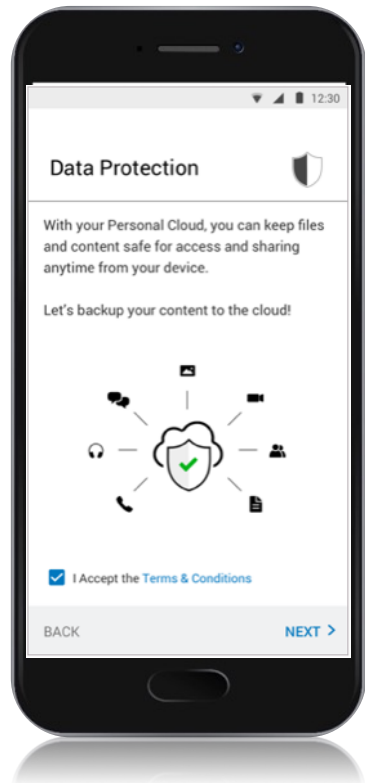**Making it Easier Setup Device Experiences?**
It's What we Do.

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Synchronoss OOBE Solves These Problems for Operators and More.

Synchronoss Out-Of-Box-Experience (OOBE) is a **personalized** device setup experience which offers benefits to both subscribers (can transfer or restore content) and carriers (bring consistency and **revenue-generating** opportunities to a service provider's device portfolio)

Let's Take a Quick Guided Tour of the OOBE Experience

Data Protection

With your Personal Cloud, you can keep files and content safe for access and sharing anytime from your device.

Let's backup your content to the cloud!

☑ I Accept the Terms & Conditions

BACK   NEXT >

Data Protection

Select what you would like to back up from your device. Your first 30 days are free, then it is $N monthly for XGB.

- 👥 Contacts ☑
- 🖼 Photos ☑
- 🎥 Videos ☑
- 🎧 Music ☑
- 📄 Documents ☑
- 💬 Messages ☑
- 📞 Call History ☑

BACK   18.6 GB   NEXT >

Recommendations

This month's recommendations for you:

- Amazon Prime ☐
- Hulu ☐
- Tidal ☐
- Angry Birds ☐

BACK   NEXT >

Watch the Overview

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OOBE Providers Numerous Benefits for Consumers

PERSONALIZED EXPERIENCES

Subscribers can choose the services and apps they want to use on their device.

POST-PURCHASE SATISFACTION

An easy device setup and service experience ensures customers are happy.

PROTECTION

Subscribers can ensure all their important content is backed up.

SIMPLIFICATION FOR BUSY LIVES

Subscribers can easily transfer their content, back up their cloud, sign up for services, and simplify billing by including additional services on their operator bill.

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OOBE Providers Numerous Benefits for Operators

INCREMENTAL REVENUE

OOBE increases revenue by introducing, upselling, and onboarding users into value-added services.

PERSONALIZATION

CUSTOMER CONFIDENCE

The simplicity of the transfer/cloud backup experience reduces product returns and inspires customer confidence in the provider.

PROMOTES SELF SERVICE

Customers can set up their phones themselves which reduces calls to care, frees up reps to engage in revenue-generation activities, and minimizes store traffic.

REPEAT PURCHASES

By removing the obstacles of purchasing or upgrading phones, customers are more likely to purchase new products.

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DXP Gives You Real-time Control of the Consumer Onboarding Experience.
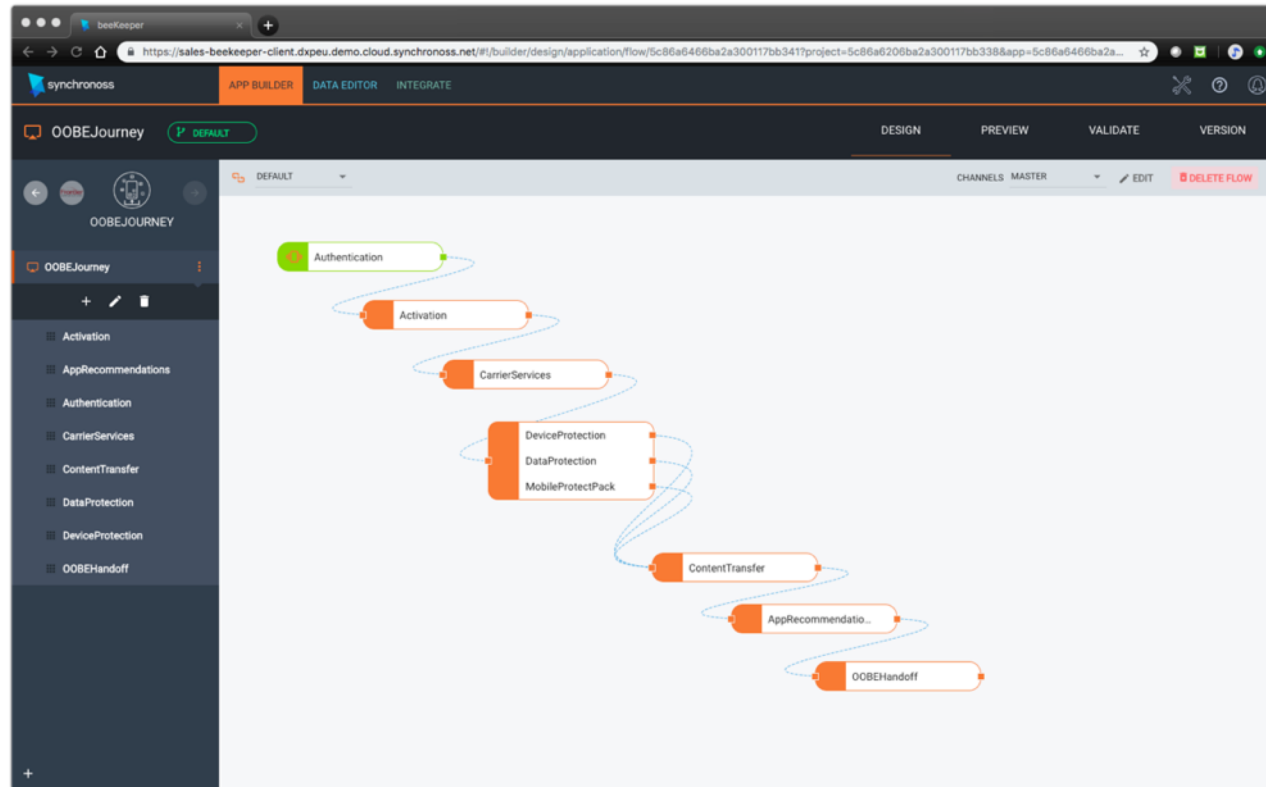
Dynamically Manage OOBE Experience
- Page Sequence Editing
- Page Suppression
- Content Editing (Text, Images, styles)

Optimize with A/B Testing
- Generate Multiple OOBE Flows / Messaging
- Test Against user segments

Easily Manage Partner Offers
- Add/ Edit/ Remove Promoted Apps/Services
- Manage Partner App Sequence Priority

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OOBE Impacts Critical, End-User Touch Points

1 **IMPROVED CUSTOMER EXPERIENCE** >

88%
CLOUD TAKE RATE

30%
TRANSFER COMPLETION RATE

30%
LOWER RATE IN DEVICE RETURNS

10%-22%
NPS POINTS HIGHER

2 **SHIFT TO SELF-SERVICE** >

32%
OF CUSTOMERS SET UP ADDITIONAL CARRIER APPLICATION

25%
OF CUSTOMERS SET UP DIGITAL VOICE MAIL

3 **REDUCE CARE COSTS** >

5%
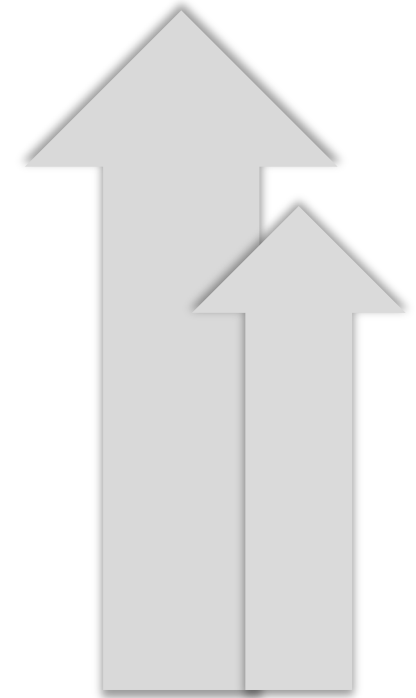5% FEWER CARE CALLS ASSOCIATED WITH DEVICE UPGRADE/PURCHASE PROCESS

4 **REDUCE CARE COSTS** >

14%
REVENUE SHARE DUE TO 14% TAKE RATES ON PROMOTED APPS

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