

## Unwavering customer service and operator support for public hot spot deployments

**Market Profile**  
Hot Spot

**Operator**  
Bell Mobility



### Operator Profile

The Ubilium help desk and professional services currently support the Bell Mobility hot spot public network initiative. Bell Mobility is in the process of rolling out a pay per use Wi-Fi hot spot service that will include approximately 700 locations across Canada in the first year of deployment alone. Customers at Bell Mobility's hot spot locations will be able to access the Internet through their WiFi-enabled laptops, PDAs and other devices using the CIRA/CHRA network. Through this service, Canadians will benefit from the ability to access a network of literally hundreds of hot spot locations, regardless of the 'owner' of the hot spot, using a single account.

### Highlights

*24x7 help desk for comprehensive customer support and service*

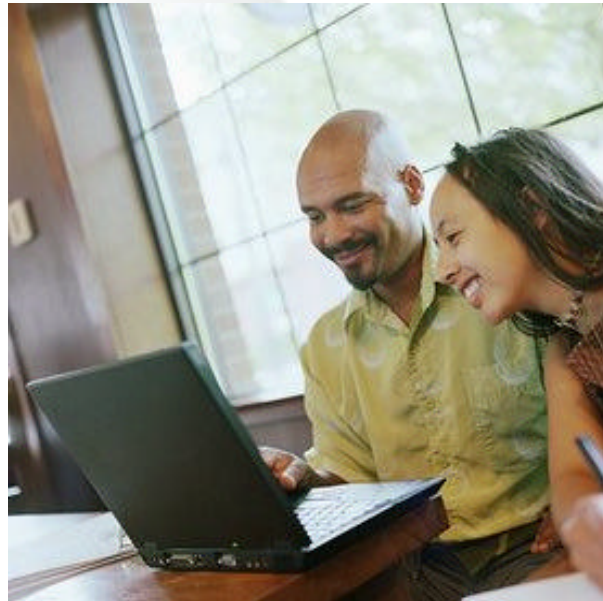
*Proactive monitoring of network connectivity*

*Timely reporting of user and billing activity*

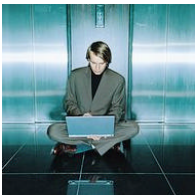
*Extensive Wi-Fi and mobile networking expertise for deployment and project management assistance*

### Business Case

Service and network management play a significant role in the deployment and upkeep of any hot spot public network. For a service to maintain its success, it is critical for operators to ensure ubiquitous customer support and close network monitoring for maximum uptime and efficiency. Customer queries must be handled quickly and professionally. Network monitoring of billing and user activity need to be tracked accurately and reported frequently for network productivity. Deployment and rollout for such a wide scale solution need to be coupled with industry expertise and experience to avoid common pitfalls and problems.



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### Value Proposition

The Ubilium help desk and professional services offer the following key components to the Bell Mobility hot spot project:

- Comprehensive customer service through the 24x7 help desk: Ubilium Professional Services include the multi-lingual omnipresent help desk services to address end-user connectivity issues and handle general service inquiries. Ubilium provides complete customer service phone support branded under the Bell Mobility banner as part of Bell's hot spot offering.
- Proactive network monitoring: Ubilium help desk service agents are also responsible for verifying the operating conditions of the service equipment within the Bell Mobility hot spot network. Help desk agents troubleshoot problems with end-users by determining if the connectivity challenge is related to the user's equipment or to the service's equipment.
- Timely reporting of user and billing activity: Ubilium help desk agents also offer billing and authentication assistance to users of the Bell Mobility hot spot service. Ubilium service billing assistance also consists of resolving billing issues, providing billing and service information as well as crediting the user where applicable.
- Extensive Wi-Fi and mobile network expertise: The Ubilium solution currently boasts over 100 000 wired and wireless Ubilium user sessions per month; this is courtesy of deployments with multiple partners and operators in a wide range of markets and venues. This extensive experience provided Bell Mobility with the essential expertise and assistance to fully deploy and manage their services in a timely and effective manner.

### About Ubilium

Using Ubilium, operators can build, manage and control wide-scale public broadband services networks. The Ubilium solution includes a versatile backend services platform for the building and management of a customized broadband services network, the Plug N Go access controller for secure, transparent connectivity at every network location and unique Ubilium Professional Services for seamless deployment, marketing and support of the broadband services network. A leading provider of public broadband access technology in a number of markets including the Hospitality/MDU, transportation, education and healthcare sectors, Ubilium currently boasts over 100,000 wired and wireless Ubilium user sessions per month.



For more information on Ubilium services:

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