

## Service Management Platform (SMP)

# SMP Customer Service



The Motive Service Management Platform is an omni-channel workflow solution for Telco customer service. It uses Agentic AI to predict and prevent customer issues, and Generative AI and machine learning driven workflows to solve customer issues faster. The Service Management Platform enables market proven use cases across home, mobile and field care services, for agent and digital channels. It is helping service providers around the world improve customer satisfaction, build brand loyalty, and reduce contact center OPEX.

### Agentic AI for Customer Service

- Easy integration and data collection of device data, network data, and OSS/BSS data
- AI models for customer issue prediction and next best action
- Action engine for immediate and scheduled issue remediation
- Model Context Protocol exposes data and action engine to AI agents with extensions for security, privacy, and compliance
- Support for on-premise, cloud, or hybrid AI architectures

### Generative AI for Customer Service

- Virtual agent assistant provides a co-pilot for the CSR
- Virtual customer assistant for agentless voice or chat
- Intent-driven troubleshooting workflows

### Telecom Use Cases

- Wi-Fi diagnostics
- Home network management diagnostics
- High speed internet and fiber diagnostics
- Fixed wireless access diagnostics
- IPTV diagnostics
- Mobile diagnostics
- Professional services catalog with hundreds of telecom use cases

### Proven Results

- Improves service reliability and customer satisfaction
- Improves call deflection to digital channels
- Increases first call resolution (FCR) and reduces average handle time (AHT)
- Trusted by many Tier-1 operators around the world including BT and e&