

# NetMotion Mobility® Slashes AT&T's Expenses, Cuts Workforce Overtime by 50%

AT&T, the largest telecommunications company in the world, employs tens of thousands of field engineers to serve their 130 million and growing customer base. However, chronic network connectivity issues stifled the ability of engineers to stay productive. AT&T implemented NetMotion Mobility® Mobile Performance Management software to improve the user experience for field personnel. This upgrade delighted employees, while slashing expenses and cutting overtime costs in half.

## Making Customers Happy

Customer service plays a significant role in the telecommunications industry. Failing to respond to customers in a timely manner can result in contract cancellations and/or negative online reviews. Armed with specialized mobile devices, AT&T field employees play a primary role in supporting the customer. However, in the face of mounting helpdesk calls and rising overtime requirements AT&T realized that it needed a better solution to ensure that service personnel could complete work orders more efficiently.

Helpdesk and employee feedback confirmed that the problem stemmed from employees being unable to stay connected to the corporate network. The company's traditional Virtual Private Network (VPN) was dropping connections regularly, forcing engineers to repeat their log-in process multiple times a day. And many still needed helpdesk support. All the while work orders piled up.

Looking for a better option, AT&T reached out to NetMotion to learn more about Mobility Mobile Performance Management software. What made Mobility attractive was that it was specifically designed for the challenges of a mobile environment, unlike their traditional VPN.

## Working while Roaming

AT&T started with a small pilot to test Mobility against their requirements. The pilot immediately demonstrated Mobility's superior ability to maintain continuous, reliable connections through challenging network and operational conditions: no coverage zones, isolated dead spots, areas of marginal signal strength, or when workers roamed between networks.



### INDUSTRY:

Telecommunications

### OBJECTIVES:

- Eliminate dropped connections
- Improve productivity
- Reduce helpdesk calls
- Decrease expenses
- Streamline updates and patches

### SOLUTIONS:

- NetMotion Mobility
- Panasonic Toughbooks

### RESULTS:

- 43% reduction in expenses
- 54% decrease in overtime
- Decrease in helpdesk calls
- Continuous and reliable connections
- Improvements to customer service speed and quality

## **“NetMotion Mobility helped bring noticeable improvements to productivity and the bottom line for AT&T.”**

AT&T quickly moved from the successful pilot to a full-fledge deployment to nearly 40,000 field engineers. Their Panasonic Toughbooks were configured for cellular data and Wi-Fi access over the AT&T network through either an embedded Novatel or Qualcomm modem. Mobility's single login gave engineers seamless access for the entire workday; workers were now able use any combination of networks, roam freely between them, cross gaps in coverage, and suspend-and-resume their devices without losing sessions, repeating logins or managing their connections.

Thanks to Mobility's advanced data-reducing compression technologies, bandwidth-intensive applications such as voice-over-IP or streaming video now worked flawlessly. Consistent connectivity also helped ensure that devices were always up-to-date with security patches, new drivers, and application updates.

### **Helping the Bottom Line**

Having an all-day connection has given the AT&T field team the ability to focus on their jobs and serve customers better than ever. Employees are no longer frustrated with their mobile technology. Moreover, with a more reliable connection, engineers were able to take on an additional two jobs each day, significantly reducing the delays in resolving issues for customers. And as they were getting more work done during the regular work day, worker overtime also dropped by a whopping 53 percent.

The financial benefit of Mobility is what surprised AT&T the most, providing a dramatic reduction of 43 percent in helpdesk, data plan and related costs. Driving better bottom line results and improved customer satisfaction, Mobility more than lived up to its promise for AT&T.