



Home

HOME | NEWS | ARTICLES | REVIEWS | DEVICES | DEVZONE | JOBS | WEBLINKS | DOWNLOADS | FORUMS | PUBS | BOOKS | AE





## Symbian Expo Preview: ResponseTek



Written by Richard Bloor

Friday, 01 October 2004



Smartphones create many revenue opportunities for operators, but they equally offer many opportunities for operators to better respond to their customers.

ResponseTek will be previewing its Experience Based Management (EBM) system at the Symbian Expo which addresses many of these issues.

"We are very excited about the opportunity to present our system to a group of our peers and the broader industry that will be present at Symbian Expo," says Syed Hasan, ResponseTek's CEO. "The handset is now a powerful tool for continually connecting with the customer. We will be showing that it is no longer necessary for operators to plan their business blindly, at an operational level, because our technology now allows anyone to see into the customer experience."

ResponseTek's EBM system provides operators with real-time connectivity with their customers. This continuous customer feedback can then be used by operators to analyze customer trends, improve existing services and plan future ones. The system can also do more than provide information on the customer's experience with the operator. It could gather customer feedback on specific handsets extending the information handset vendors can access beyond focus groups and traditional market survey.

Another advantage of ResponseTek's system is that it allows the Operator to be pro-active about service and automate responses to common or complex problems. It provides customer's with the ability to initiate an interaction with their operator without having to call a contact center. It does this by harnessing the capabilities of advanced smartphones to deliver a service menu to the customer through the handset.

A practical example of this would be when the customer encounters a service problem - or simply has a query - they can select an option and push the issue or query to the support center. So if the customer is experiencing a reception problem they can use EBM to notify the operator. The operator can then do several things, such as look for patterns of similar issues or initiate monitoring of specific regions or cell sites to determine if the problem is a common one. While the operators is doing this ResponseTek's system allows them to feedback updates to the customer and eventually inform them of the resolution. After an issue or query has been resolved the system can also allow the customer support center to follow up on customer satisfaction.

The Free SymbianOne must read developer technology p

your email

Subs

### Main Menu

- [Home](#)
- [News](#)
- [Articles](#)
- [Reviews](#)
- [Devices](#)
- [DevZone](#)
- [Jobs](#)
- [WebLinks](#)
- [Downloads](#)
- [Forums](#)
- [Pubs](#)
- [Books](#)
- [About](#)
- [Gaming](#)

### New at SymbianOne

- ▶ [WorldMate 2004 for Series 60 Now Features Real Time Flight Status from OAG Software News](#)
- ▶ [BenQ Launches S700 Mobile Phone News](#)
- ▶ [Panasonic Develops Industry's First SD Memory Card With Contactless Smart Card Capabilities News](#)
- ▶ [Mobile Innovation announces the Launch of CODESCANNER Symbian Expo 2004](#)
- ▶ [First Russian TTS engine announced for Symbian Symbian Expo 2004](#)
- ▶ [UIQ Technology goes for Opera News](#)

### Site Sponsor



### Calendar of E

October			
M	T	W	T
27	28	29	3
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>

[Silk enhances Mobile User Experience Symbian Expo 2004](#)

- ▶ [Job - Intermediate Symbian Developers Symbian Career Opportunities](#)
- ▶ [Job - Embedded Software Engineer \(Cambridge Science Park\) Symbian Career Opportunities](#)
- ▶ [Good for Business: A Review of the Sony Ericsson P910i Symbian Product Reviews](#)

"The Symbian Expo will be our first public demonstration of our solution," says Syed. "The ability to get continuous customer feedback is relevant to all the attendees at the show, handset providers, retail networks and content providers. We believe the Symbian Expo is going to be one of the few events which presents the opportunity for us to address all these audiences in one place."

ResponseTek will be joining Intuwave on its stand. Find more information about ResponseTek from its web site [www.responsetek.com](http://www.responsetek.com).

For more information on the Symbian Expo visit the Symbian Expo web site at [www.symbianexpo.com](http://www.symbianexpo.com).

See more Symbian Expo previews on our [Symbian Expo Coverage](#) page.

Number of comments (0) - [Add your comments to this article...](#)

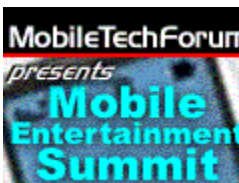
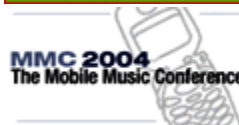
[This r](#)

**SymbianOne**

- ▣ [All About](#)
- ▣ [Symbian](#)
- ▣ [NewLC](#)
- ▣ [SymMobi](#)
- ▣ [Java ver](#)
- ▣ [ngagewc](#)
- ▣ [GISuser](#)
- ▣ [WinBC](#)
- ▣ [Siemens](#)



**Supporting Events**



**Sponsored Links**

- ▶ **Free VON (voice on the net) Magazine** - focused on the migration of telecom and other communications traffic, (wired and wireless), off of the PSTN and onto IP
- ▶ **The Siemens mobile Developer Program** is designed to provide J2ME (tm) and Series 60 application developers with the necessary tools and support to develop, implement and market innovative and profitable apps.

**SymbianOne - Symbian Expo Coverage**

**Orange Partner** [SymbianOne - Symbian Expo Coverage](#) - See our comprehensive coverage of the event. The live photo blogging page for the show is now up. **The live blog is now up** - catch a glimpse of life for the folks at Cognima as they build up to the show! - <http://showcase.cognima.net/expoblog/allblogs>

[Place Your Ad here](#)

All Sym Wel

[Previous |](#)  
[Next | J](#)

**Download Symbian Dev Tool**

Download a free eval of CodeWarrior tools for Symbian OS development

**SE P800 Software**

Essential software for SE P800. Productivity tools by Epcoware.

**Expert Symbian Developers**

Offshore Team / Onshore Management. Considerable Cost Advantage.

**Visual IT**

Superb software for PocketPC, Palm, Syn Smartphone

[Ads](#)

[TOP OF PAGE](#)



SymbianOne.com © 2003 - 2004 All rights reserved.  
Web hosting by [CNET Global International](#)