



PRESS RELEASE

WDS deploys 'AgentServe' customer care interface at Vodafone Hutchison Australia

WDS AgentServe delivers mobile device management tools and services across VHA's Vodafone, 3 and Crazy John's networks.

28 June 2010: Sydney, Australia: Vodafone Hutchison Australia (VHA) has deployed WDS AgentServe within its contact centres to help its customer care agents better manage the set-up of data services, including mobile email, Internet and MMS, on end-users' mobile devices.

AgentServe is the wireless industry's leading customer care and technical support interface, delivering tools for diagnosing and resolving complex technical support requests spanning wireless products and services.

VHA has licensed AgentServe's Mobile Device Management module and will use the tool within its technical support teams across its Vodafone, 3 and Crazy John's networks. Delivering a reduction in the time it takes for customer care agents to resolve end-users' data connectivity issues and deliver network and data service settings to devices over-the-air (OTA), AgentServe delivers device management tools spanning more than 3000 different device types.

"Today's mobile operators are being increasingly challenged in their ability to manage access to data services across a broad range of wireless device types and third-party services. WDS is the industry's proven leader in the delivery of device management solutions that can seamlessly manage the user experience across this complex landscape," explains Andy Yule, General Manager, Asia Pacific at WDS. "Delivering our device management tools through an intuitive customer care interface such as AgentServe make them immediately accessible and scalable across Vodafone Hutchison Australia's care environment."

Data services such as email are notoriously difficult, time consuming and expensive for mobile operators to set-up and support. WDS's mobile device management capabilities extend to supporting more than 8000 email service providers, allowing mobile operators to instantly set-up end-users' devices for more than 85% of the world's POP/IMAP email addresses.

"AgentServe delivers unrivalled industry knowledge to customer care agents, allowing them to support more services across more devices. It also lets them do it faster, helping mobile operators to manage their customer care costs without compromising the user experience," adds Yule.

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About WDS

WDS is the wireless industry's only provider of specialist managed services dedicated to improving the user experience across the entire consumer lifecycle. The company's portfolio of platform-enabled tools and services stretches across the wireless value chain to connect and optimize each stage of the consumer lifecycle. With more than 15 years of experience and a global footprint, WDS is the partner of choice for wireless carriers, handset manufacturers and service providers looking to transform their relationships with consumers. The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK.

To find out more, please visit www.wds.co

Media Contact:

Tim Deluca-Smith, Vice President, Marketing

+44 (0) 7957 311189

tim.deluca.smith@wds.co