



“Would I recommend
this to someone else?
Definitely!”

The mobile industry is faced with a generation of high-value users who are frustrated with the complexity of high-end mobile devices.

Terry McFadgen is one of these people and was disillusioned by the lack of after-sales support he had received from mobile service providers in the past. However, a recent service experience from a mobile operator totally changed his attitude.

As a semi retired investor, Terry likes to “work while on the move”, mixing business with pleasure and frequent overseas travel. And as a long-term mobile customer, Terry has had some frustrating experiences with data solutions, especially while roaming.

One particular experience with mobile data whilst traveling in France had greatly affected Terry’s attitude toward the technology and left him feeling “really furious”.

mobile *mentor*^{MM}

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An Inspirational Customer Experience Begins

Closer to home, Terry recently purchased a Mobile Connect Card and the Mobile Mentor service was introduced to him by the salesperson as part of the package. In his eyes, the mobile provider had “proactively” provided him with after-sales support that he did not expect.

“I drove home, installed the card and was sitting in front of my screen trying to understand some of the functionality. Lo and behold the phone rang and it was Chloe from Mobile Mentor calling to organize a training session. Boy, was I impressed. It was at that point that I started changing my attitude. There was an important change in my psychology and attitude on the basis of that one phone call”.

Before the mentoring session Terry was resigned to the fact that he'd never be able to use his Xtra email through Outlook; he would either have to use remote access or sign up with an alternative provider. “When the mentor came he set me straight, for an additional \$2.50 per month he signed me up on the spot to the Xtra remote email service”. This has now allowed Terry to manage his emails in the way that suited him best.

Since roaming was Terry's main requirement, the mentor also upgraded and tailored the software to meet this need. “He was extremely helpful, very useful and gave me exactly what I wanted”.

How has this experience affected Terry's overall attitude?

“For people like me, it's like Mana from Heaven!”

Terry describes the Mobile Mentor service to be the “best way for people like me to get themselves up the curve, it's a huge add-on”.

“Does it add value to the mobile operator? Yes, very significantly based on my experience. Would I recommend this to someone else? Definitely!”

