

Customer service update

Presented by Elaine Davies, VP customer service

April/08

www.bango.com

The Bango logo is rendered in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. The 'b' is particularly large and has a thick stroke. The 'o' at the end is also large and has a registered trademark symbol (®) to its upper right. The logo is positioned in the lower right quadrant of the slide.

Agenda

- Enhanced service levels
- Service operation
- User help update
- System infrastructure

Service circle of synergy

Knowledgebase

Documentation

Improved Bango.com /
Bango.net

End User Forums

CP Forums



Customer / Partner
updates

Special events

Improved product /
MTs

Webinar Program

Customer Service Blogs

Enhanced service support levels

- Bronze – web self service
- Silver – local office hours priority telephone support & live chat
- Gold / Platinum
 - Telephone support from both our UK and US office
 - 24/7 emergency support
 - Pro-active customer care
 - Inclusion in early adopter program
 - Dedicated account manager
 - Fast track to the team for response to issues 1 - 4 business hours
 - + lots more

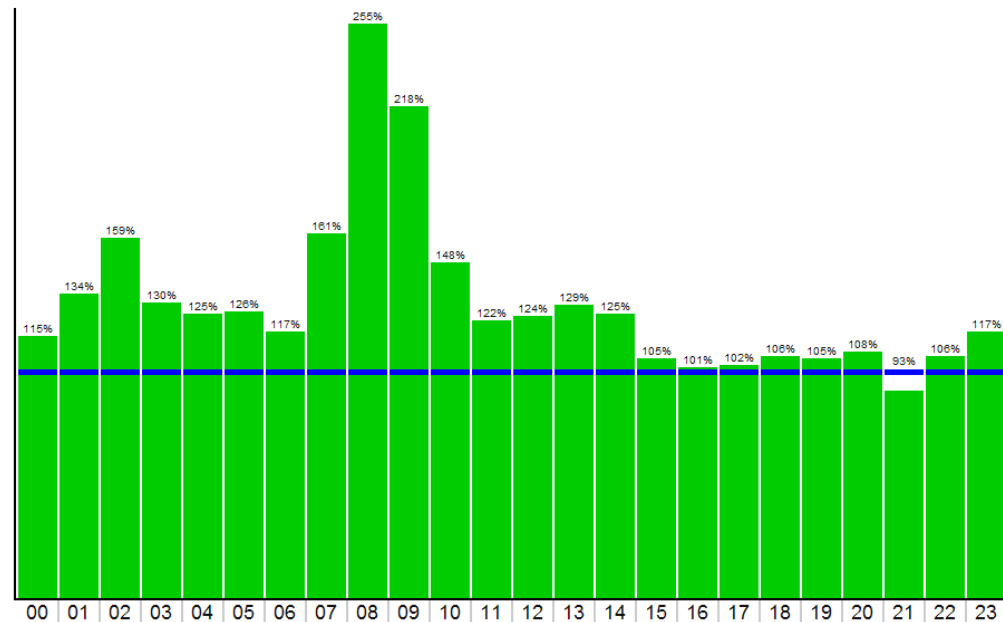
Additional services

- Quick start
 - To assist a customer in deployment phase
- Device testing
 - Don't have a device we can help
- Bureau service
 - Usability & best practise review of your service

Service operation

- 24/7 monitoring of the service
 - Traffic
 - Payment connections
 - On call team for priority 1 issues (Gold / Platinum service customers)

Premium Lookups (GBP) - 05/04/2008



Billing connections monitoring...



The UK service team



- New faces
 - Michelle Kier
 - Christian Baker
 - Katie Hillman
 - Sally Maclachlan

User support - My account

- The new name for “My Options”
 - “Account” a more understandable description
- Clearer layout
 - Logical grouping of functionality
 - Icons aid visibility
 - Horizontal lines to divide sections
- Navigation standardised throughout
- More account information easily accessible
 - Basic info shown, with “more” link for extra
- Easily expandable as we add functionality

bango

My account
 User ID: 10831
 Balance: £5.00
[In clearing: £1.50](#)
[+ more](#)

Payments
[Payment history](#)
[Top-up](#)
[Subscriptions](#)
[Spend limits](#)

Settings
[Marketing prefs](#)
[Set email](#)
[Change passcode](#)
[Bar this device](#)

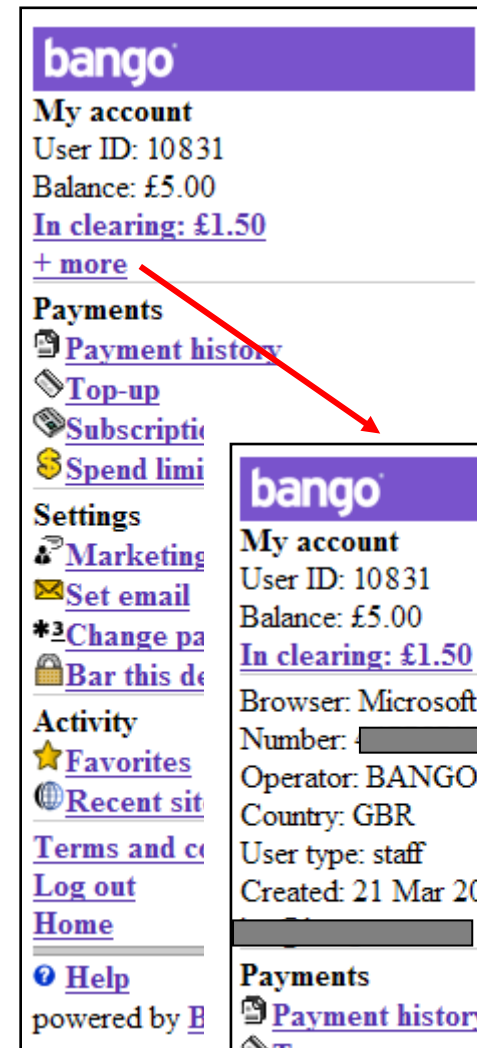
Activity
[Favorites](#)
[Recent sites](#)

[Terms and conditions](#)
[Log out](#)
[Home](#)

[Help](#)
 powered by [Bango](#)

Account information

- Summary shown initially
- Expands to full account information
- New info added
 - Phone/browser type
 - User type
 - Date account created
 - Email address



bango

My account
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[Log out](#)
[Home](#)

[Help](#)
 powered by [E](#)

bango

My account
 User ID: 10831
 Balance: £5.00
[In clearing: £1.50](#)

Browser: Microsoft Internet Explorer
 Number: [REDACTED]
 Operator: BANGO
 Country: GBR
 User type: staff
 Created: 21 Mar 2002

Payments
[Payment history](#)
[Top-up](#)
[Subscriptions](#)
[Spend limits](#)

Subscription management

- Active subscriptions still shown by default
- Count of active/cancelled subscriptions shown
- “+ more” link to expand subscription details
- Brandable, linking back to content provider site

bango

[My account](#) » **Subscriptions**

Active subscriptions: 1

Snowstorm Mobile

Started: 24 Jan 2008 12:00

Price: £3.00 every 3 days

[+ more](#)

[Show all subscriptions](#)

[Back](#)

[Help](#)

powered by [Bango](#)

bango

[My account](#) » **Subscriptions**

Active subscriptions: 1

Cancelled subscriptions: 4

Snowstorm Mobile

Started: 24 Jan 2008 12:00

Price: £3.00 every 3 days

Status: Active

[+ more](#)

subscription

Started: 24 Apr 2007 13:23

Price: £3.00 every week

Status: Cancelled

[+ more](#)

Lee's number

Started: 23 Apr 2007 20:59

Price: on-demand

Status: Cancelled

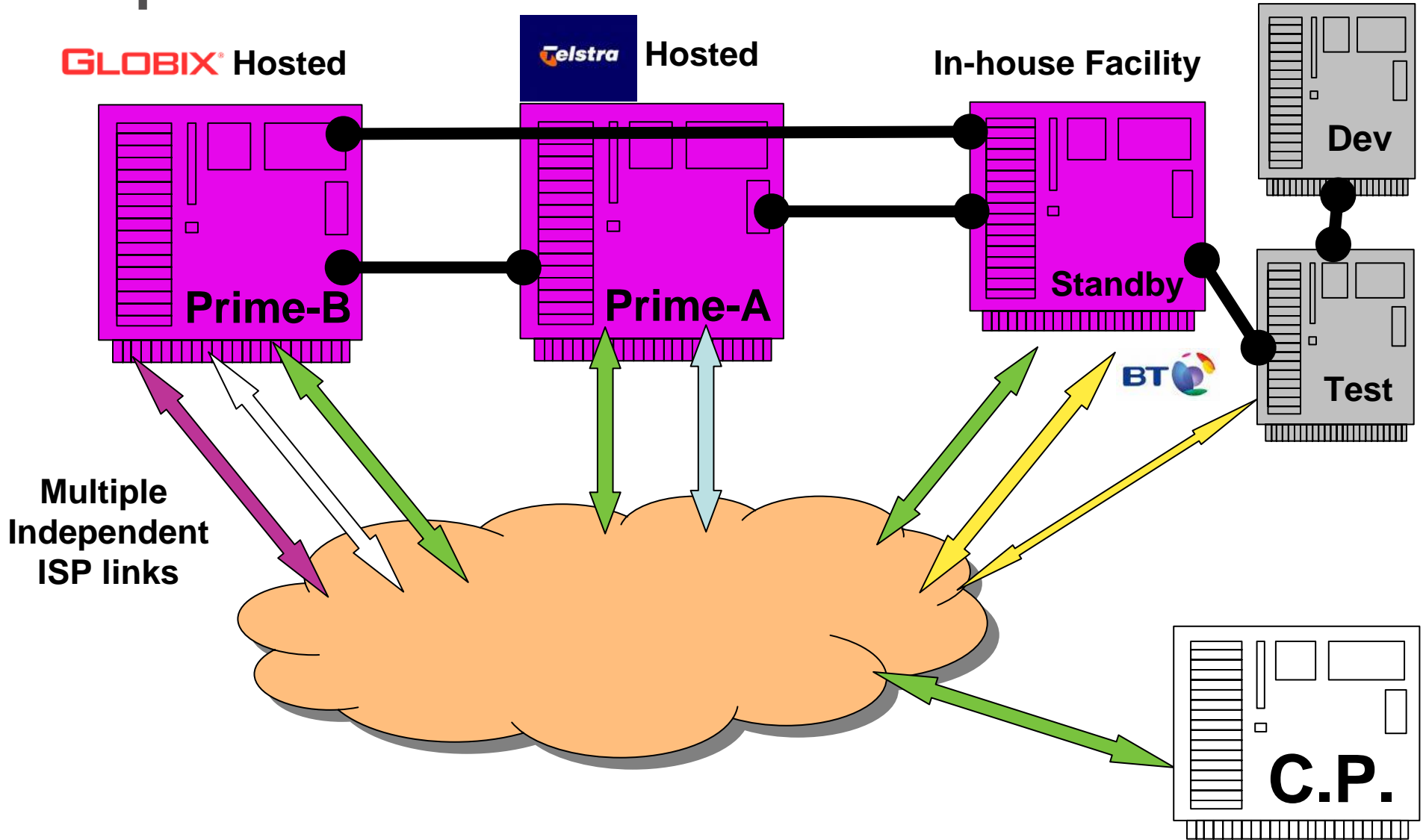
[+ more](#)

System infrastructure

We have expanded our infrastructure to:

- offer easier and faster access to the data
- accommodate growth in traffic
- add extra resilience and flexibility
- keep your transactions and traffic data safe and secure
- run more services globally and faster

Triplicated architecture



Physical implementation

NetApp Network Attached Storage

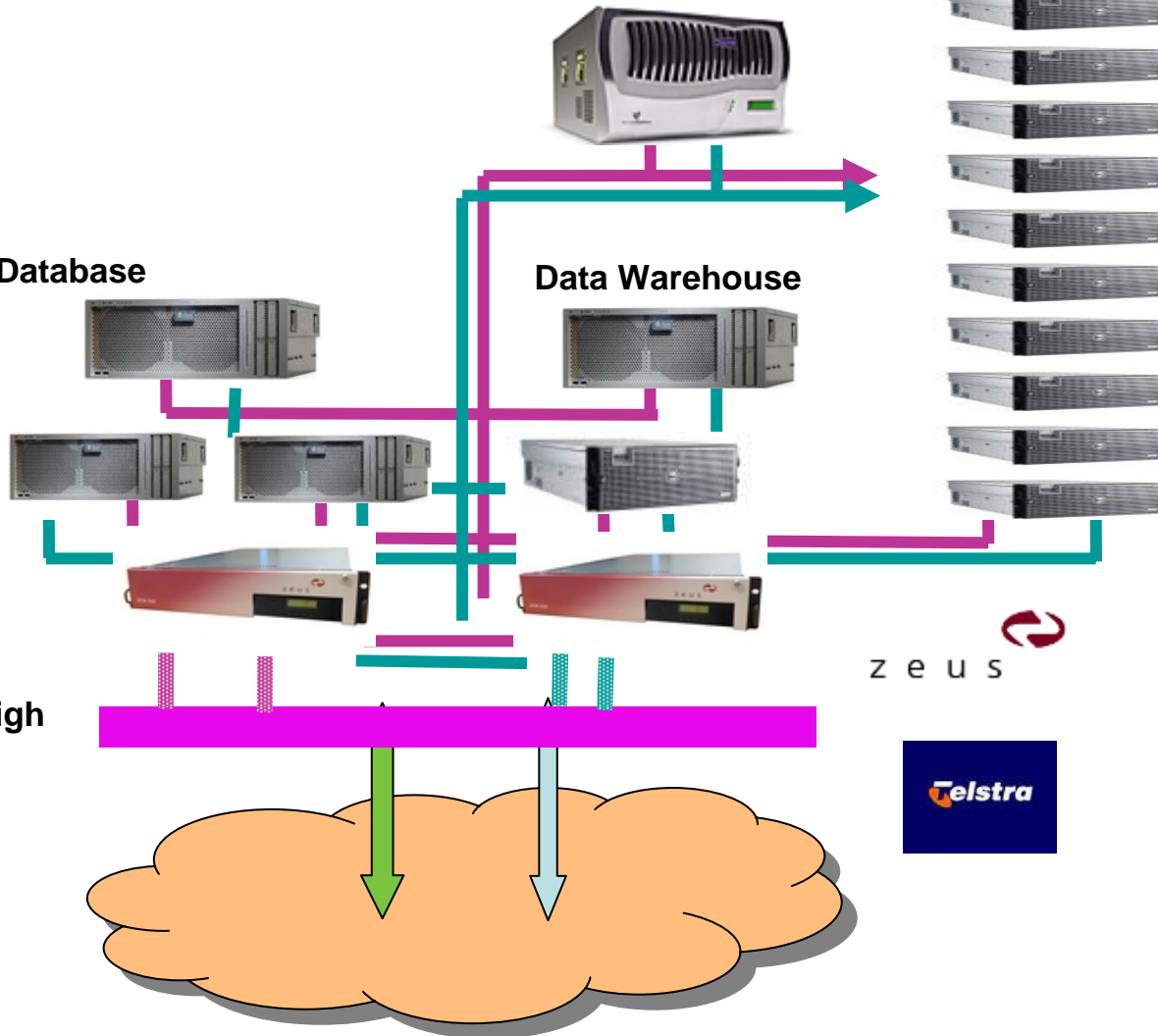
Primary Database Server

Data Warehouse

Racks of Web Servers running .NET

Multiple web and payment interface servers

Dual Zeus ZXTM Load balancing & caching
Multiple Independent high bandwidth ISP links



Providing reliable service

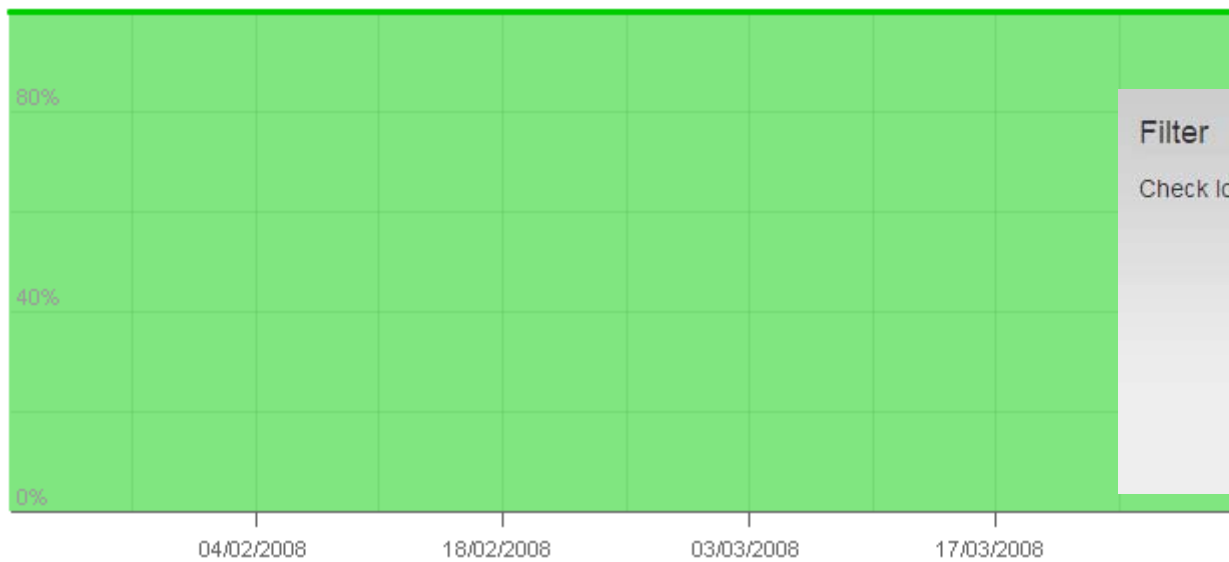
First three months 2008

Range: [1d](#) [7d](#) [1m](#) [3m](#) [6m](#) [YTD](#) [1y](#) [Max](#)

21/01/2008 - 31/03/2008

Timezone: GMT +1

Uptime | Response time | Detailed log



Monitor from 7 locations

Filter

Check location(s):

- All
- Dallas 2, TX, USA
- Amsterdam, Holland
- Vasteras, Sweden
- Berkeley, CA, USA
- Dallas 3, TX, USA
- Houston, TX, USA
- Reading, England

Uptime 100.00%	Downtime 0s The average downtime length is 0s	Number of downtimes 0 Congratulations, no downtime detected
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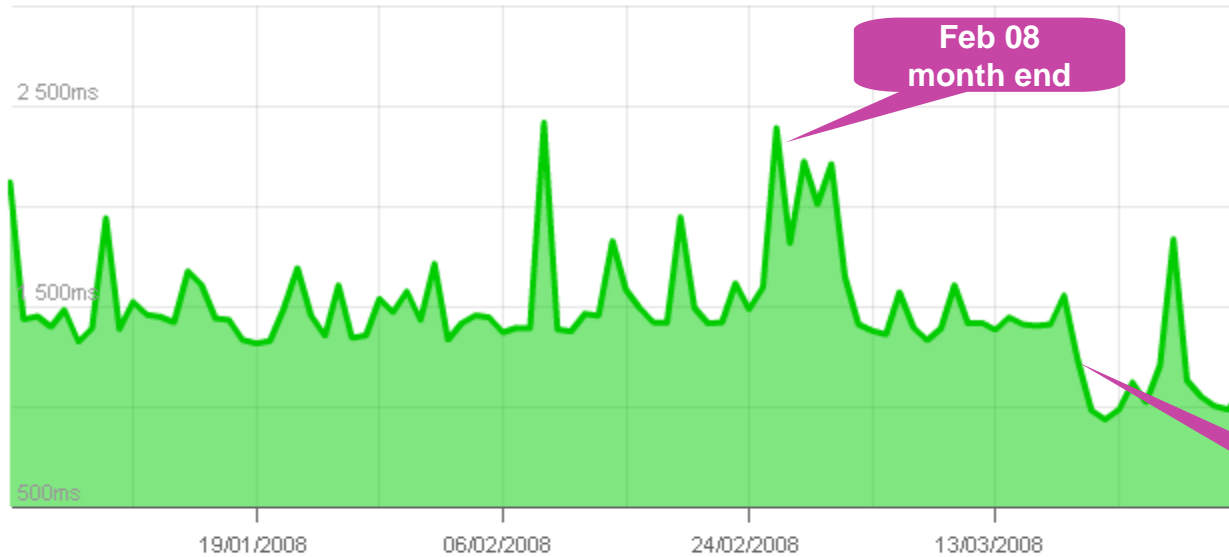
Response Time

Range: [1d](#) [7d](#) [1m](#) [3m](#) [6m](#) [YTD](#) [1y](#) [Max](#)

01/01/2008 - 31/03/2008

Timezone: GMT +1

[Uptime](#) **[Response time](#)** [Detailed log](#)



Avg. Response Time
1,475 ms

Slowest avg. response time
2,417 ms
Measured: 09/02/2008 00:00:00

Fastest avg. response time
935 ms
Measured: 21/03/2008 00:00:00

Thank you...