

# BYC<sup>3</sup>

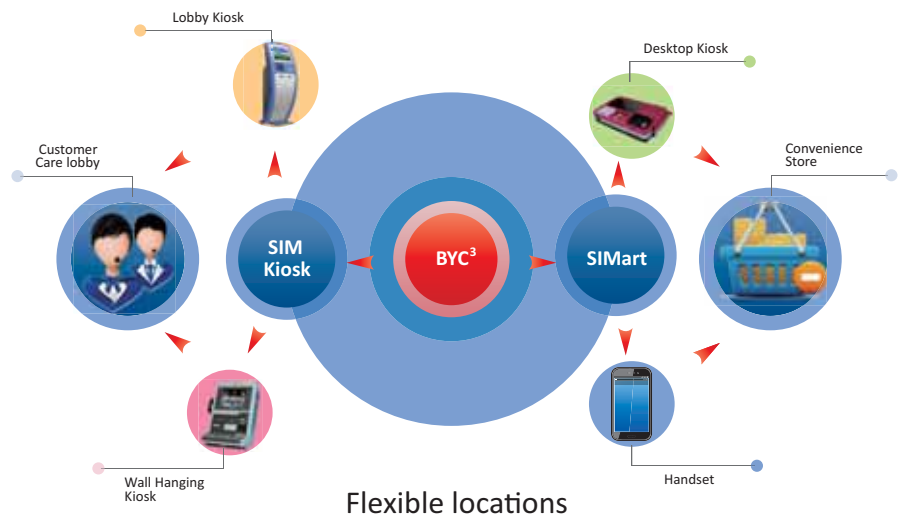
## -Build Your Customer Care Center

Waiting to get services in a MNO customer care lobby can be frustrating for mobile users, and thus MNOs have made various efforts to optimize customer experience by opening more customer care service lobbies and by expanding the lobby attendant staff. However, to get a simple service like signing up for a new service, purchasing a new application or printing an invoice, mobile users still have to waiting in lines for the service.

### Two BYC<sup>3</sup> solutions:

**SIM-Kiosk** is a self-service kiosk machine that can be located in customer care lobbies, airports and other applicable places to allow mobile users to recharge the mobile account, to purchase a mobile number, to purchase a new application and etc.

**SIMart** is a smaller desktop self-service terminal that can be installed in convenience stores, supermarkets, and other needed places; furthermore, when a mobile user walk into any BYC<sup>3</sup> hot spot, he/she can login to BYC<sup>3</sup> service page automatically to use the mobile phone as a portable self-service customer care center.



BYC<sup>3</sup> | [www.eastcompeace.com](http://www.eastcompeace.com)

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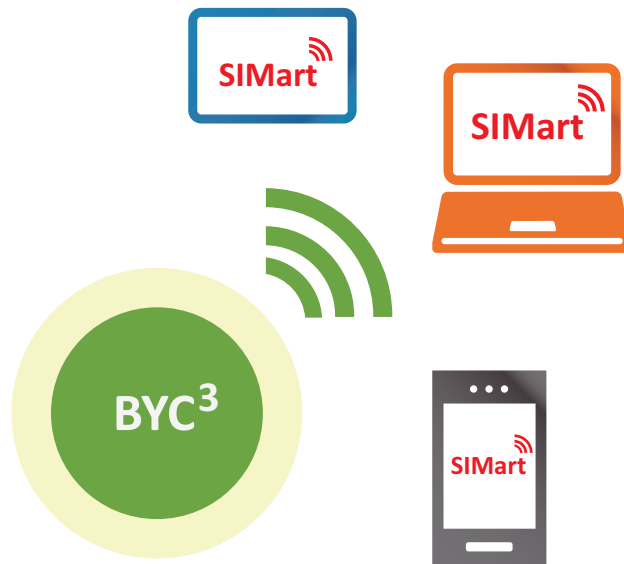
## Convenient usage

SIMart can turn a phone/tablet into a portable customer care center. When you walk into BYC<sup>3</sup> hot spots, you can enjoy the MNO self-service choices simply by starting web browsing, which will automatically login to BYC<sup>3</sup> service page.

## Reliable security

Security is the core value of our product for MNOs:

- Bank-grade physical security
- Data security based on industry specifications
- Unique IPT (Image per transaction) technology.
- Self-diagnosis mechanism before every transaction.



## Multiple functions

BYC is a comprehensive platform integrating different mobile self-service choices; and BYC is able to integrate third-party services such as electricity or gas bill payment.

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