



For Immediate Release

eSecuritel: Handset Protection for Subscribers Can Cure Summertime Blues

Increase in damage, loss of wireless devices commonplace during the dog days of summer

ATLANTA – June 22, 2009 – As millions of Americans hit the road or head to the airport this summer, chances are that a cell phone will accompany them on their journey. Industry observers note that the summer months pose the greatest risk for accidental damage and loss to these invaluable devices. [eSecuritel](#), the specialist in comprehensive handset protection and replacement programs, witnessed a more than 35 percent increase in claims filed last summer compared to spring or fall months of that year, as time spent by the pool as well as additional miles logged on the highway or in the air make handsets especially vulnerable during these months of increased outdoor and travel-related activity.

Because a phone manufacturer's warranty doesn't cover loss or accidental damage resulting from dropping, water damage to or crushing the phone, service providers have found that offering a [handset protection program](#) helps increase customer loyalty and satisfaction and ultimately reduces churn. Such an offering also saves a subscriber time, money and aggravation if his or her wireless device is lost, stolen or damaged.

Wireless phones considered investments, becoming primary lines for many

As cell phones have become increasingly more sophisticated and feature-rich in recent years, the cost of replacing a damaged, lost or stolen unit has grown to reflect the advancement from voice-only units to smart phones and beyond. Many customers also rely on their wireless phones more than ever. According to CTIA, by the end of 2008 nearly 18 percent of households no longer use landline phones and depend solely on cell phones. This makes the device even more valuable and provides yet another reason to protect what has become not just an investment but a communications lifeline. For these users, a wireless handset protection program provides peace of mind and eliminates the hassle and costs of repairing or replacing an unprotected phone.

"Offering a handset protection program from eSecuritel to our subscribers has allowed us to introduce a tool that increases customer satisfaction for those users who have filed a claim for a damaged, lost or stolen phone," said Shane Tuttle, Manager of Procurement & Reverse Logistics, Cellular South. "We want customers to stay with us, and creating an affordable option when something unexpected happens to their phone keeps them happy."

Wireless carriers who offer handset protection through eSecuritel, for instance, gain an offering from a proven provider with nearly a decade of experience helping its partners successfully, and profitably, implement these services. Similar to car insurance, handset protection programs follow a premium and deductible model. Subscribers who enroll in such a program pay a nominal monthly fee and a fair-priced deductible instead of the high price of an unsubsidized, replacement phone should accidental damage, loss, or theft occur.

Unlike other insurance services or warranty-only services, eSecuritel, through service providers, protects subscribers and their new, used or prepaid wireless devices against loss, theft and accidental damage as well as mechanical/electronic failure and malfunction. eSecuritel, the expert at providing [in-store fulfillment](#) for carriers,

delivers a fully compliant offering which adheres to the insurance industry's strict regulatory requirements, ultimately protecting cell phone owners with the best possible replacement service on the market.

Unparalleled customer experience for subscribers; profitability for carriers

"We've seen the value that service providers as well as resellers of wireless service have enjoyed over the years by offering handset protection to their customers," said [David Leach](#), CEO, eSecuritel. "By introducing and sustaining a comprehensive handset replacement and protection program, they can bring a new level of customer satisfaction to their subscriber base and not add to rising costs."

Simple, hassle-free experience

The cornerstone of eSecuritel's service delivery capabilities is the company's [Handset Issue Tracking System \(HITS™\)](#). This automated real-time technology streamlines the claim fulfillment process and removes the burden for wireless carriers and dealers, making it possible to deliver faster adjudication and replacement services to consumers. Additionally, service providers that utilize this efficient and transparent Web-based account management system expedite customer enrollment and report a better subscriber experience through more accurate, faster problem-solving capabilities.

About eSecuritel

Founded in 2001, eSecuritel, the expert in comprehensive handset protection and replacement programs, delivers an unparalleled customer experience for subscribers and profitability for carriers and dealers. Unlike other services where only malfunction is covered, eSecuritel protects new, used, or prepaid wireless devices against loss, theft and accidental damage as well as mechanical/electronic failure and malfunction. As the cornerstone to our services delivery, our Handset Issue Tracking System, or HITS™ technology, easily integrates with a carrier's or dealer's systems, managing all aspects of the handset replacement program from subscriber enrollment to claim fulfillment. It removes the burden of program management, making it possible to deliver faster adjudication and replacement services to subscribers. eSecuritel is the most flexible and responsive provider of handset insurance services to more wireless operators than any other company in the world. With a program which adheres to the insurance industry's strict regulatory requirements, eSecuritel delivers peace of mind to wireless carriers, dealers and consumers. For more information visit <http://www.esecuritel.com>.

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