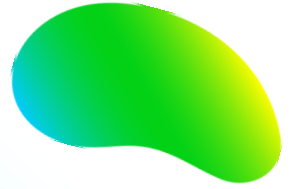


**OPERATIONS**  
**DIGITAL**  
**STRATEGY**



# AGENDA

OI NETWORK OVERVIEW

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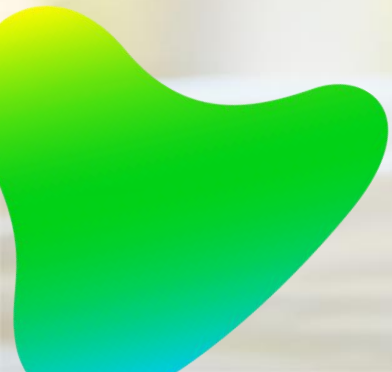
DIGITAL STRATEGY FOR OPERATIONS

---

DEMONSTRATIONS:

. VIRTUAL TECHNICIAN APP

---



**OI HAS NATIONWIDE COVERAGE, HIGH LEVEL OF CAPILLARITY (PRESENCE IN OVER 5,500 MUNICIPALITIES) AND HIGH AVAILABILITY BACKBONES WITH RING TOPOLOGY OR MESH.**



## Coverage

High capacity Backbone

~ 350,000 km of Fiber Optics

**Nationwide Coverage** with International connection points (MIA and NYC)

IP Core with capacity enough to carry over **5.5 Tbps**

~243,000 Network Elements (NE)

63.2 Mn Revenue  
Generating Units



**Transport/Satellite** ~ 116.700 NE



**Data Network** ~ 21.000 NE



**Landline** ~ 40.200 NE



**Mobile Network (2G/3G/4G)** ~ 27.500 NE  
(4G RAN Sharing)



**Oi TV** ~ 3.000 NE



**Broadband** ~ 33.000 NE

**Landline:** B2C: ~9.7 Mn | B2B: ~3.7 Mn

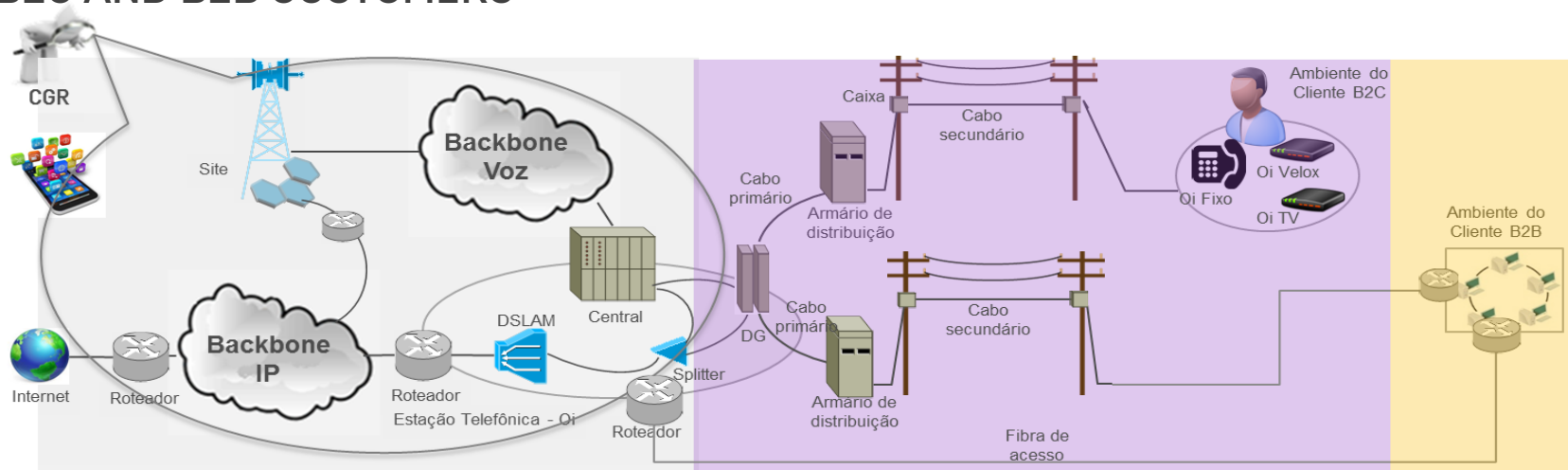
**Broadband:** B2C ~ 5.2 Mn | B2B: ~ 0.5 Mn

**Mobile:** B2C: ~ 39.8 Mn | B2B: ~ 2.3Mn

**TV** ~ 1.4 Mn

**Public Telephone** ~ 0.6 Mn

# RESPONSIBLE FOR NETWORK INFRASTRUCTURE AND SERVICES PROVIDED TO B2C AND B2B CUSTOMERS



## Infrastructure

Operation and Maintenance in the **approximately 243 thousand Network equipment**

- Landline
- Broadband
- Mobile
- Wi-Fi
- Data
- TV
- Satellite / Transport

Activities carried out by **own teams** (Internalized in 2013).

## Customer Services

Operation and Maintenance of **Access Networks** (Landline, Broadband, TV and Data), **from the client's home to the first Oi Station.**

Installation of new customers, speed **upgrades** and **address changes.**

**Outsourced activity with about 30 thousand employees carried out by 3 providers** (Serede, Conecta and Telemont), with 2 wholly-owned subsidiaries of the Oi Group (Serede and Conecta).

## B2B Operation

Responsible for:

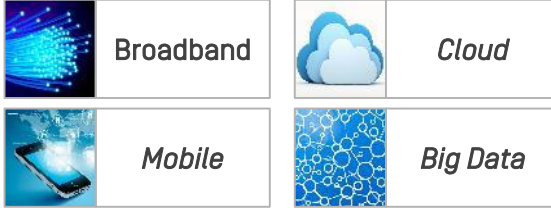
- **End-to-end management of installation and repair of Oi B2B customer services.**
- **Service management**

# WITHIN THE OI TRANSFORMATION PLAN DIGITAL IS AN ESSENTIAL PILLAR



The world transformations ...

New technologies



New business standards



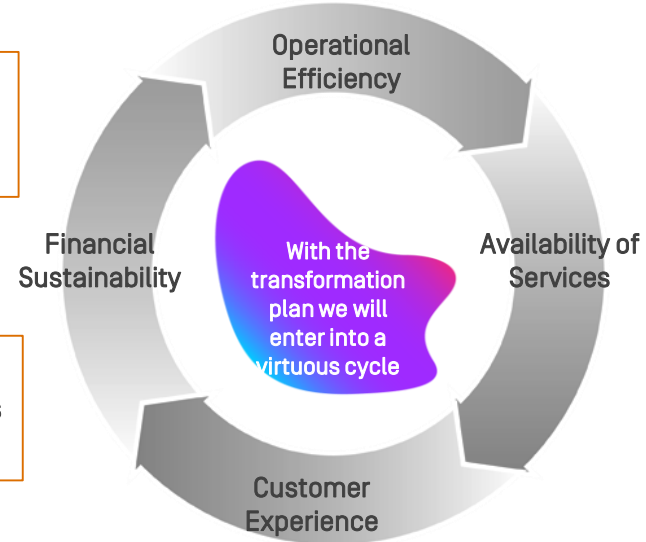
Digital Customer



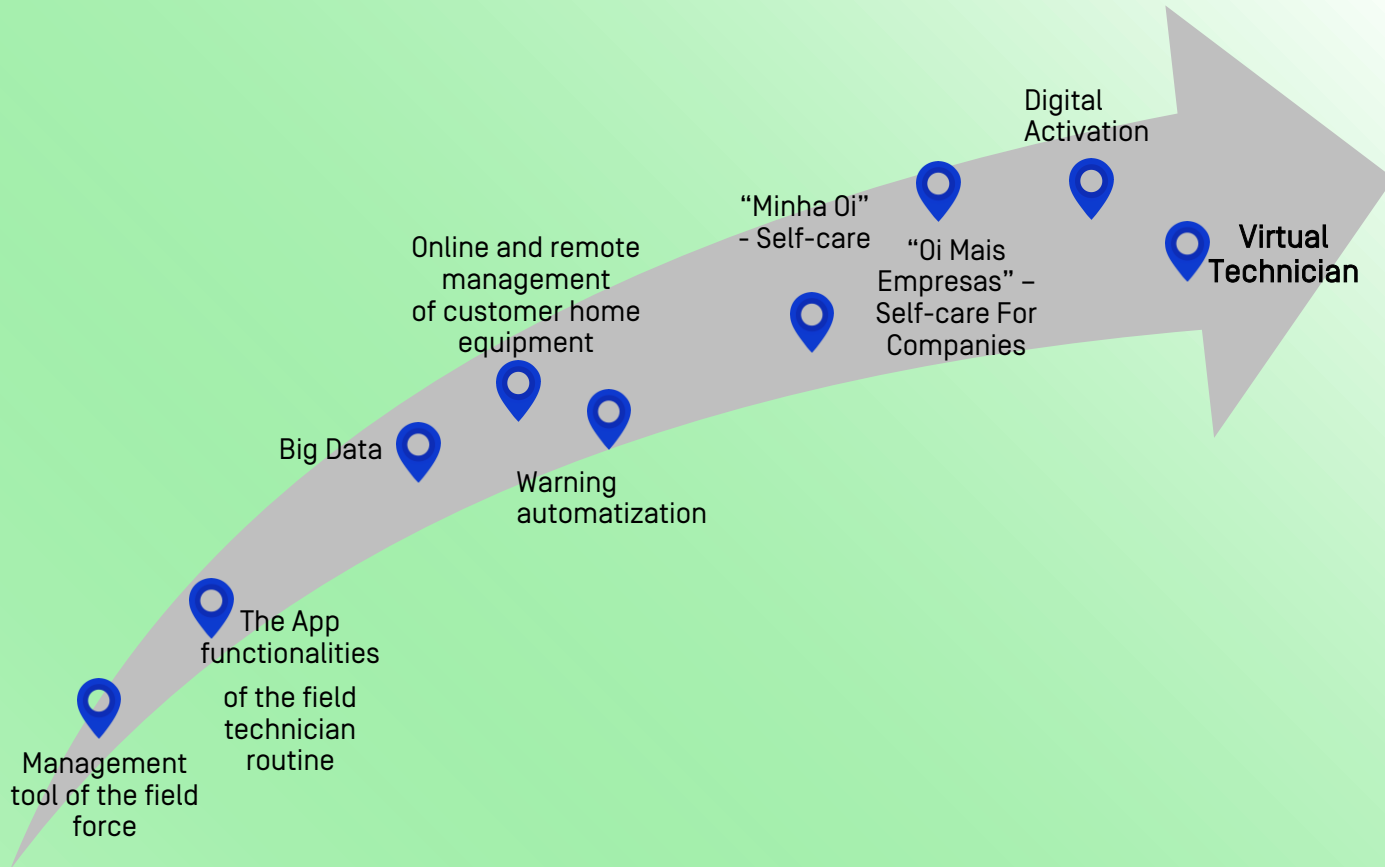
... and, within the world, Oi changes

New Digital Business, outlining the customer journey

The evolution from the current processes to "Digital"




# DIGITAL EVOLUTION IN OPERATION



Customer Experience

Operational Efficient

 In operation

# VIRTUAL TECHNICIAN APP



# BEFORE VIRTUAL TECHNICIAN APP



Customer had to call to the Technician  
Support



Request treated

Attendant needs for  
the trouble diagnostic





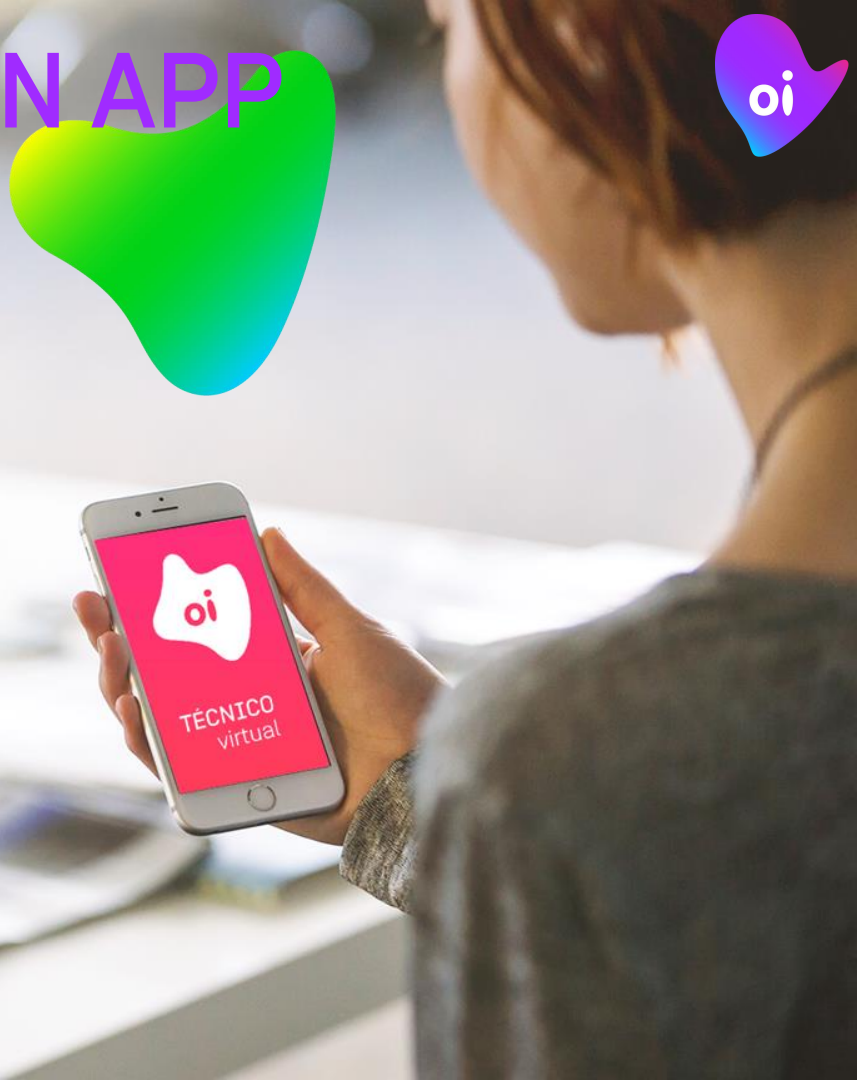
# VIRTUAL TECHNICIAN APP

AUTONOMY FOR THE CUSTOMERS  
TO SOLVE THEIR OWN TROUBLES

---

THE VIRTUAL TECHNICIAN APP  
MAKES THE CUSTOMER  
EXPERIENCE EASIER AND  
ALLOWS TO **IDENTIFY** AND **SOLVE**  
THEIR LANDLINE, INTERNET OR  
TV PROBLEMS WITHOUT AN  
ATTENDANT HELP

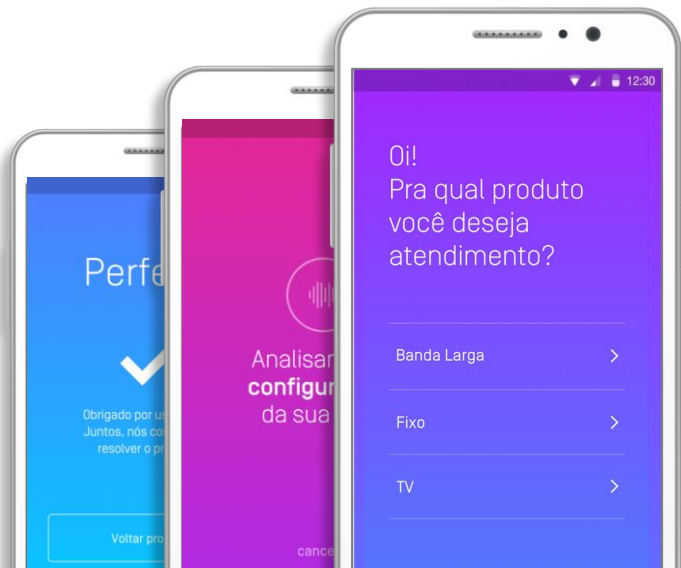
WELCOME TO THE OI VIRTUAL  
TECHNICIAN APP!



# VIRTUAL TECHNICIAN APP



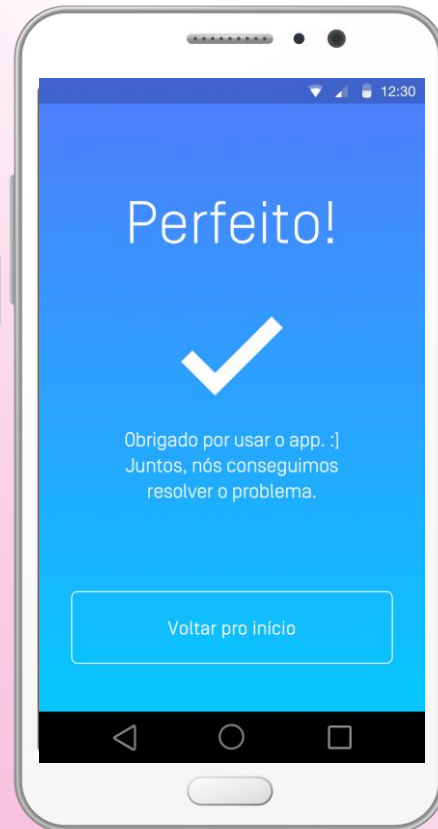
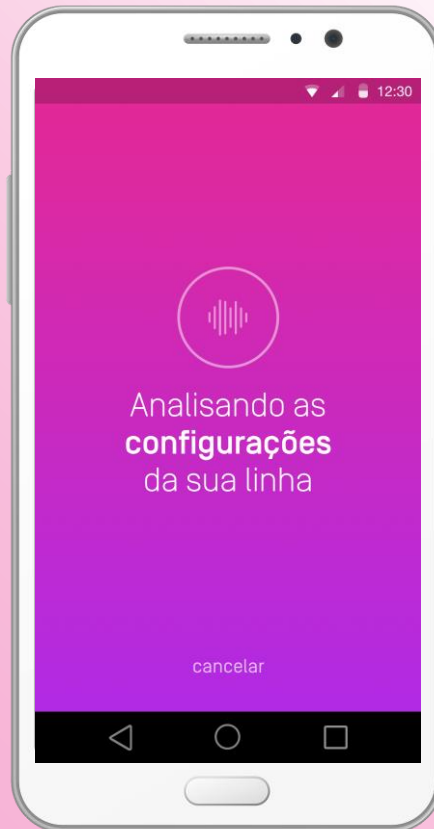
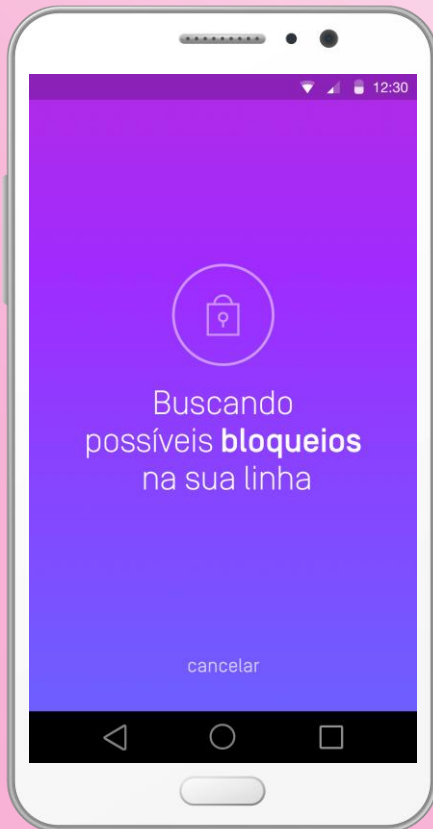
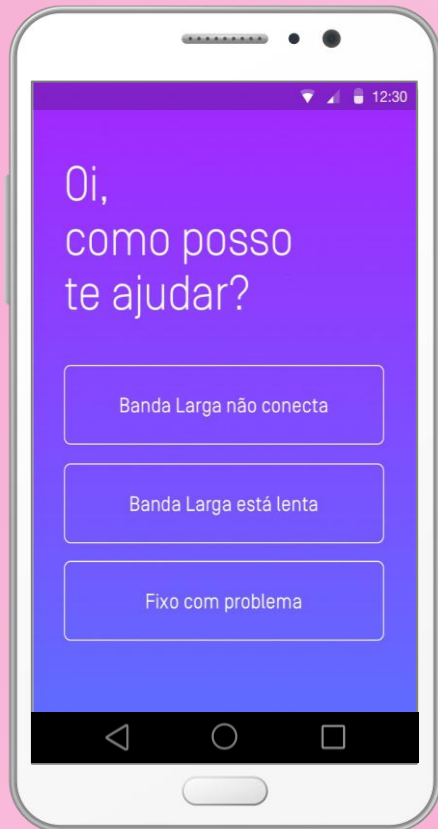
The Virtual Technician is the Oi's technical support that helps solve Landline, Broadband and TV problems by performing automatic diagnostics and an illustrated step-by-step.



## MAIN FEATURES

- Automatic diagnosis of locks, work orders, massive failure and open repairs;
- Door unlock and internet signal reset;
- TV signal reset;
- Chat service \*;
- WiFi password exchange;
- Illustrated step-by-step for offline service;
- Query schedules for repairs and work orders.

\*Piloto em execução nos estados de Pernambuco e Rio Grande do Sul.



# RESULTS

## VIRTUAL TECHNICIAN APP



Virtual Technician integrated into “Minha Oi”

Simple and easy navigation

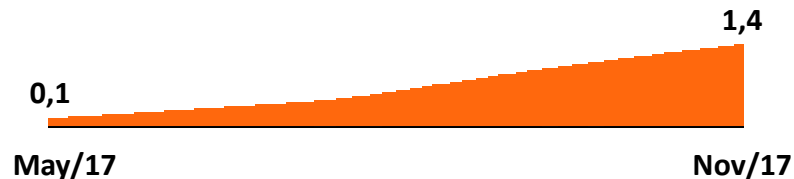
Customer experience with? Greater autonomy

1.4 million downloads in 7 months

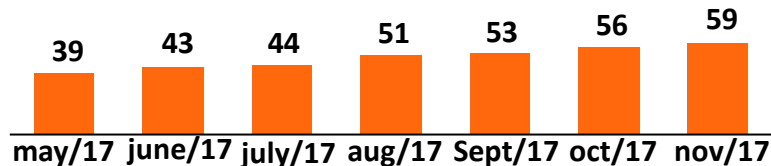
59% of issues were solved by customer on Nov / 17

### Virtual Technician App Downloads

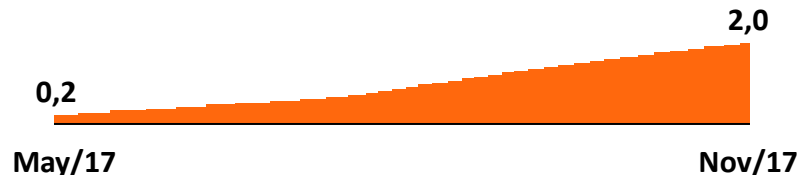
Number of accumulated downloads [MM]



Interactions resolved by Virtual Tech app [% effectiveness]

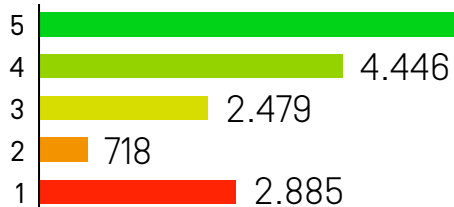


Accumulated avoided calls [# MM]



# ASSESSMENTS (UNTIL 20/11)

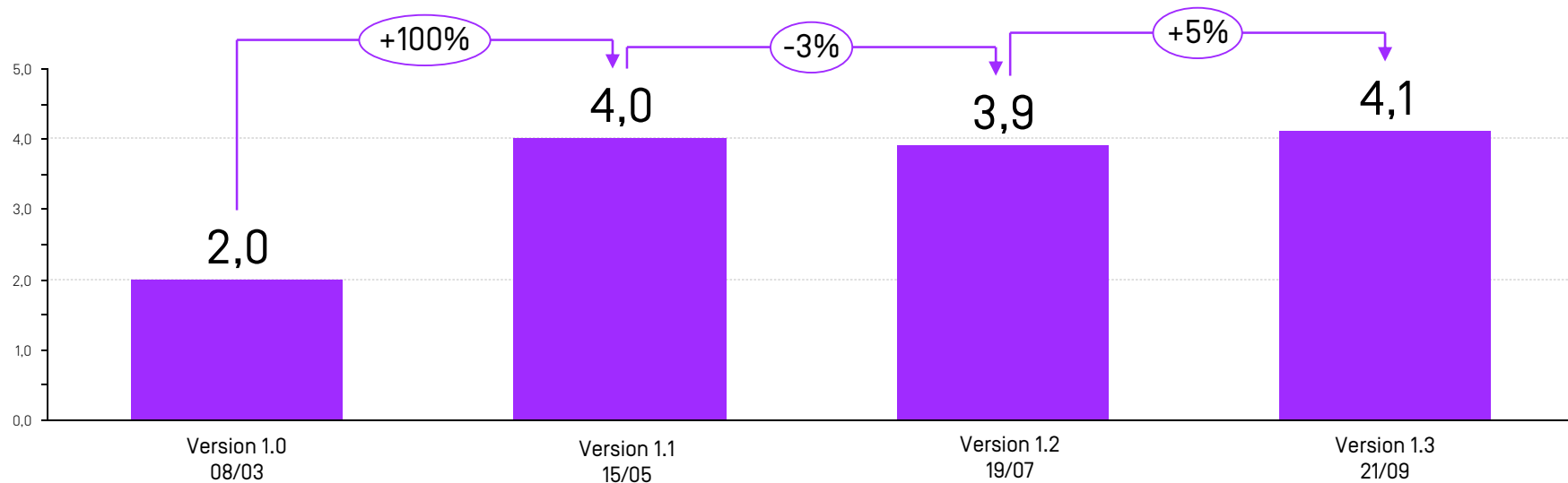
Grade (historical average)



Assessments total  
20.731

Assessments with reviews  
10.916

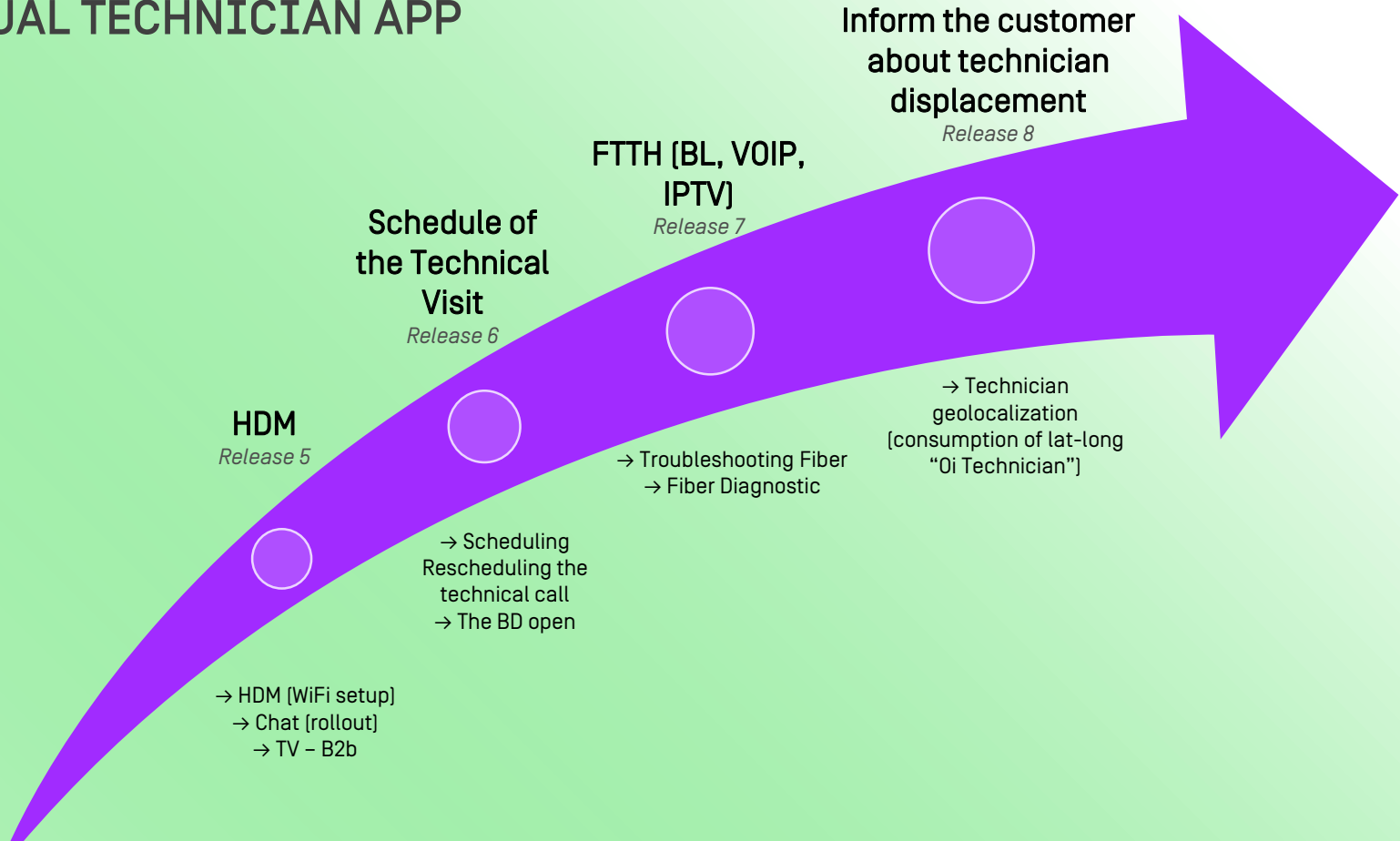
Evolution (average per version)





# ROADMAP

## VIRTUAL TECHNICIAN APP





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