



Mediacom Communications Selects Synchronoss to Activate Mobile Customer Care Application

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Leveraging Synchronoss' SmartCare Application, Mediacom Subscribers Can Resolve Support Issues, Schedule Appointments and Pay Bills via their Smartphones

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 27, 2012-- Mediacom Communications and Synchronoss Technologies, Inc. (NASDAQ: SNCR), today announced the deployment of a mobile customer care application that gives Mediacom customers instant and simple access to Mediacom customer service using a smartphone or tablet.

Branded as MediacomConnect, the new mobile care application gives customers an easy way to troubleshoot and resolve service inquiries, schedule appointments and view or pay bills. MediacomConnect is designed specifically to extend key customer care services and functions, such as resetting high speed Internet routers or set top boxes, among other technical issues. MediacomConnect allows customers to use a voice-activated or on-screen search to quickly connect to information they are seeking. Click-through troubleshooting steps provide a speedy way to rectify the most common issues affecting video and Internet service. The new application is available as a free download for use on iPhone, tablet or Android devices.

"Consumers increasingly rely on smartphones for anywhere, anytime access to information, and that trend is driving the need for self-service capabilities that further enhance the customer experience," said Tapan Dandnaik, Senior Vice President of Customer Service and Financial Operations at Mediacom. "By expanding customer interaction options to include mobile devices, our subscribers gain direct access to their account and the ability to communicate with us in a manner that meets their preferences and fits their busy schedules."

MediacomConnect is powered by SmartCare a cloud based product of the Synchronoss Mobile Content Management Platform.

"Service providers are quickly realizing the value of adding a mobile self-service application as a way to improve customer relationships," said Biju Nair, Executive Vice President, Product Management & Chief Strategy Officer at Synchronoss. "SmartCare is truly designed to improve customer satisfaction with advanced features, such as call back, that lets customers schedule a specific time to receive a call back from the customer care agent. With the adoption of SmartCare, Mediacom will enhance the customer experience by providing its subscribers with an application that utilizes the rich capabilities of the smartphone and gain access to the answers they need, when and how they want them."

"More than 2,000 Mediacom subscribers have tested this mobile care customer service application and have given it high marks for easy-to-use features," Dandnaik said. "By deploying innovative solutions like MediacomConnect, we hope to further simplify the customer service experience for all our customers."

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation company that provides software-based activation and mobile content management solutions for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: www.synchronoss.com

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

About Mediacom

Mediacom Communications is the nation's eighth largest cable television company and one of the leading cable operators focused on serving the smaller cities in the United States, with a significant concentration in the Midwestern and Southeastern regions. Mediacom Communications offers a wide array of broadband products and services, including digital television, video-on-demand, digital video recorders, high-definition television, as well as high-speed Internet access and phone service. Mediacom Communications also offers affordable broadband communications solutions that can be tailored to any size business through Mediacom Business. For more information about Mediacom Communications, please visit www.mediacomcc.com.

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