

Customer Experience Management



Agenda

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Definition



What is CEM?

- CRM methods, processes and technology reduced service and operation costs. OK for companies, not necessarily for customers
- Customers expect increasingly more from the companies they do business with
- Loyalty is driven primarily by company's interactions with its customers

Customer Experience Management

“The process of strategically managing a customer’s entire experience with a product or company” (Bernd Schmitt, 2003)



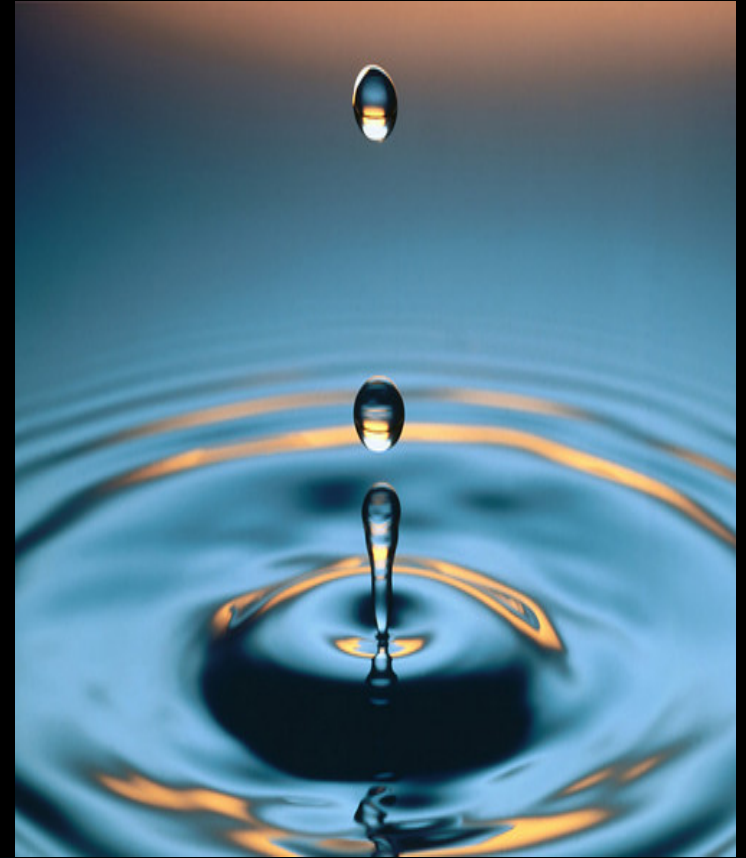
Goals



Customer Experience Management

At the end, the goal of **Customer Experience Management** is to move customers from satisfied to loyal.

Customer experience solutions address the **cross-channel** (contact center, Internet, self service, mobile devices, dealers), **cross-touchpoint** (phone, chat, email, web, in-person), and **cross-lifecycle** (ordering, fulfillment, billing, support, QoS, etc.) nature of the customer experience process.



Key Findings

How to improve the customer experience?

- Collect and analyze customer feedback
- Reconfigure process from outside-in
- Act as one to ensure consistency
- Be open and exclusive
- Personalize products
- Alter attitudes
- Design the entire customer experience

Source: Gartner 2009



Logical Architecture Overview

CEM vs CRM



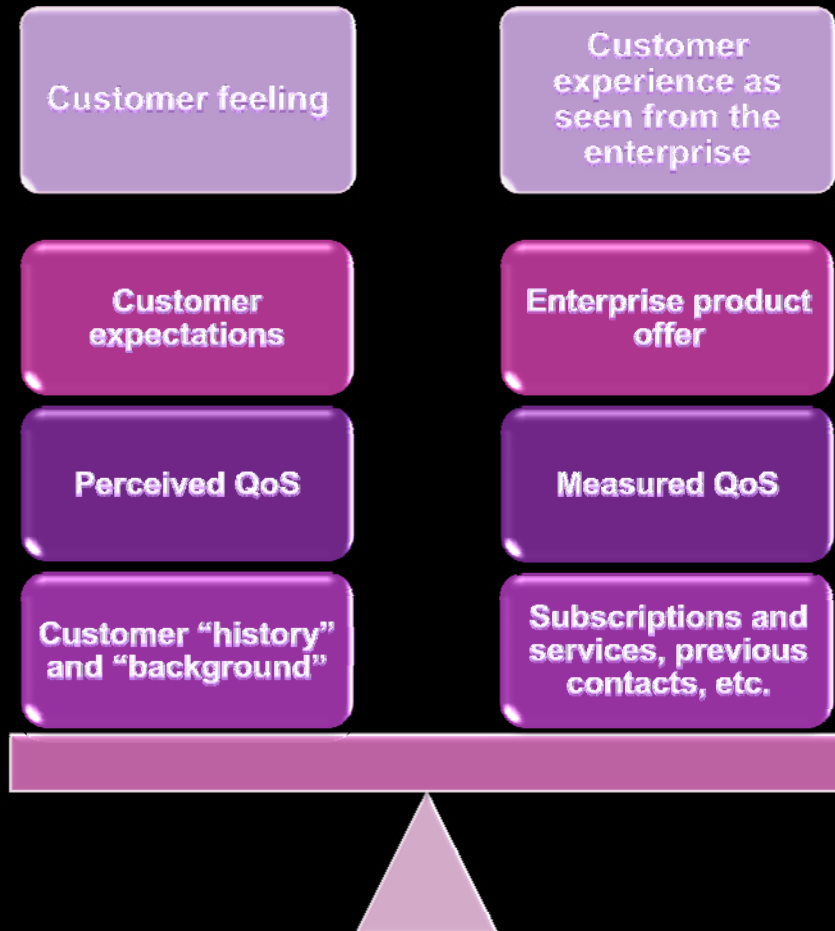
While CRM strategies and solutions are designed to **focus on product, price and enterprise process**, with minimal focus on customer need and desire, CEM takes into account also **customer expectations and the value of customer's perceived sentiment**.

CEM is a strategy that focuses the operations and processes of a business around the needs of the individual customer, involving strategy, integration of technology, orchestrating business models and brand management.

So how to fill the gap between CRM and CEM?



Changing focus



Moving from QoS - intended as measuring quantitatively technical parameters - to perceived QoS, taking also into account all factors that can contribute to match provided services with customer expectations...

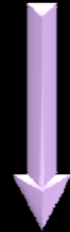
...in other words, extending the focus from network layer to customer-centric and CRM views.



Listen, think, do

Collect customer feedback

- **Multichannel collection**
- **Real-time alerts and actions**



Obtaining a single view of the customer through operational data integration



Telco Domain

- Bridge the gap between customer care and network operations
- Understand which problems are affecting the customer experience
- Use intelligence to prioritize responses to service issues
- Detect potential service degradations before they impact customers



Blueprint of CEM solutions



**COLLECT DATA FROM
NETWORK INFRASTRUCTURE
AND ENTERPRISE SYSTEMS**



**MANIPULATE AND CORRELATE
INFORMATION**



**PROVIDE REPORTING AND
ANALYSIS CAPABILITIES**



Possible Business Return...

Possibilities...

- An approach focused on the real-time identification of the actual customer experience
- A superior Know-How about CEM domain, enriched by delivering solutions to several big global mobile operators
- The evidence of a real and rapid revenue growth for its customers
- The target to enhance both customer satisfaction and business process through rapid alert reaction and customer experience KPIs analysis
- A proven and scalable solution, that was successfully delivered and used in many communication service providers' distinct contexts



A possible architectural approach....

Approach to CEM

- Switch the focus from a 'products&services' view both to management and analysis of all the aspects involved into the customer interaction
- Collect real-time customer centric transactional data from many available and relevant network data sources
- Build a consistent set of Customer Experience Indicators (CEIs) and make them available in order to integrate common KPIs information
- Provide a wide desktop view of the collected data at different aggregation degrees, from single customer to market segment
- Prevent the loss of information about customer related issues while accessing and using network services – not referable to evident network issues

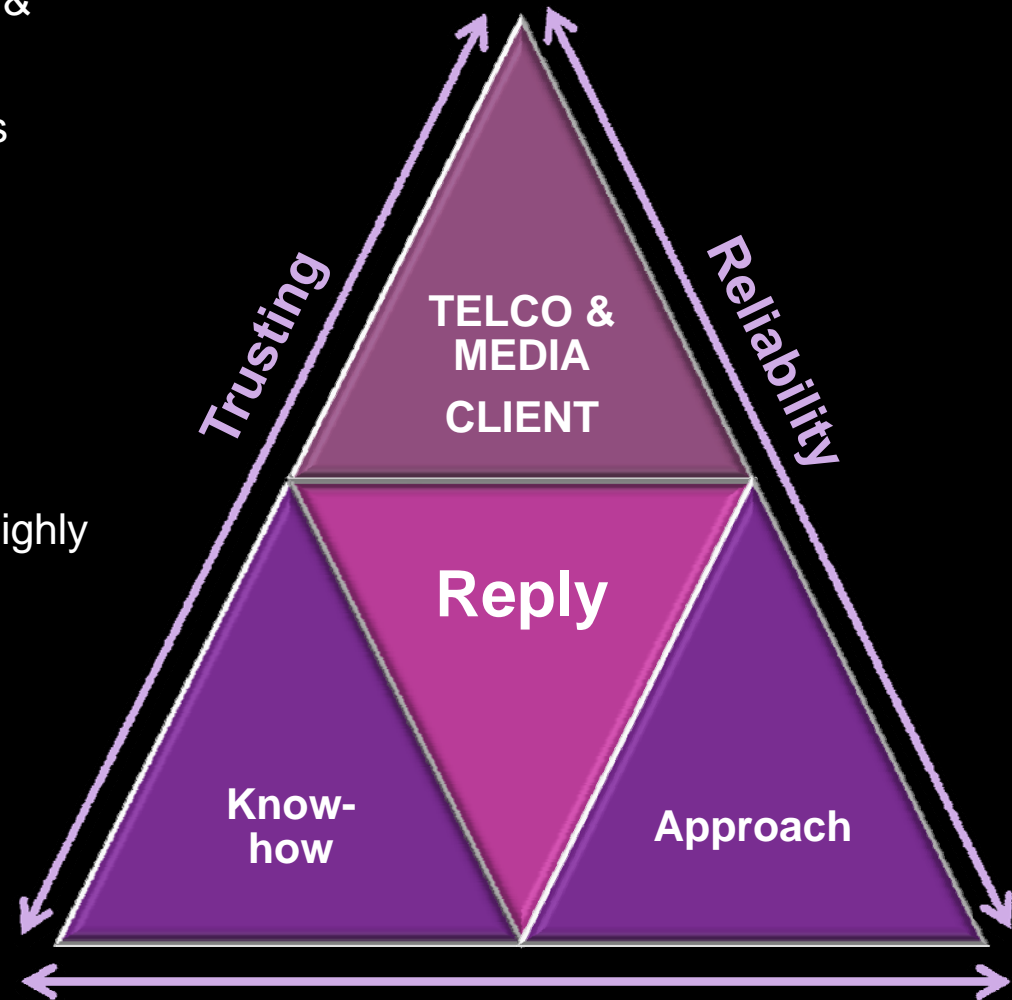


Why Sytel Reply?



Why Sytel Reply

- Deep understanding of Telco market & context
- Competences on in-scope processes
- References
- Methodology and strong project management abilities
- Flexibility
- Result-driven consultancy approach
- Strong technical background and a highly specialized software factory
- Sytel Reply Competence
 - Center on CEM



Sytel Reply: what's next



Sytel Reply: what's next

Telco Customer are today mature and aware of the power and revenue profitability of the perceived service's quality and of the customer experience.

Reply is Ready to support its customer along this journey, through high professional skill, deep knowledge of the context and high technological and innovative competence and approach. **Long Term Strategic Vision**, is the key of success both for Reply and for the client.



Sytel Reply: what's next



What's Next?

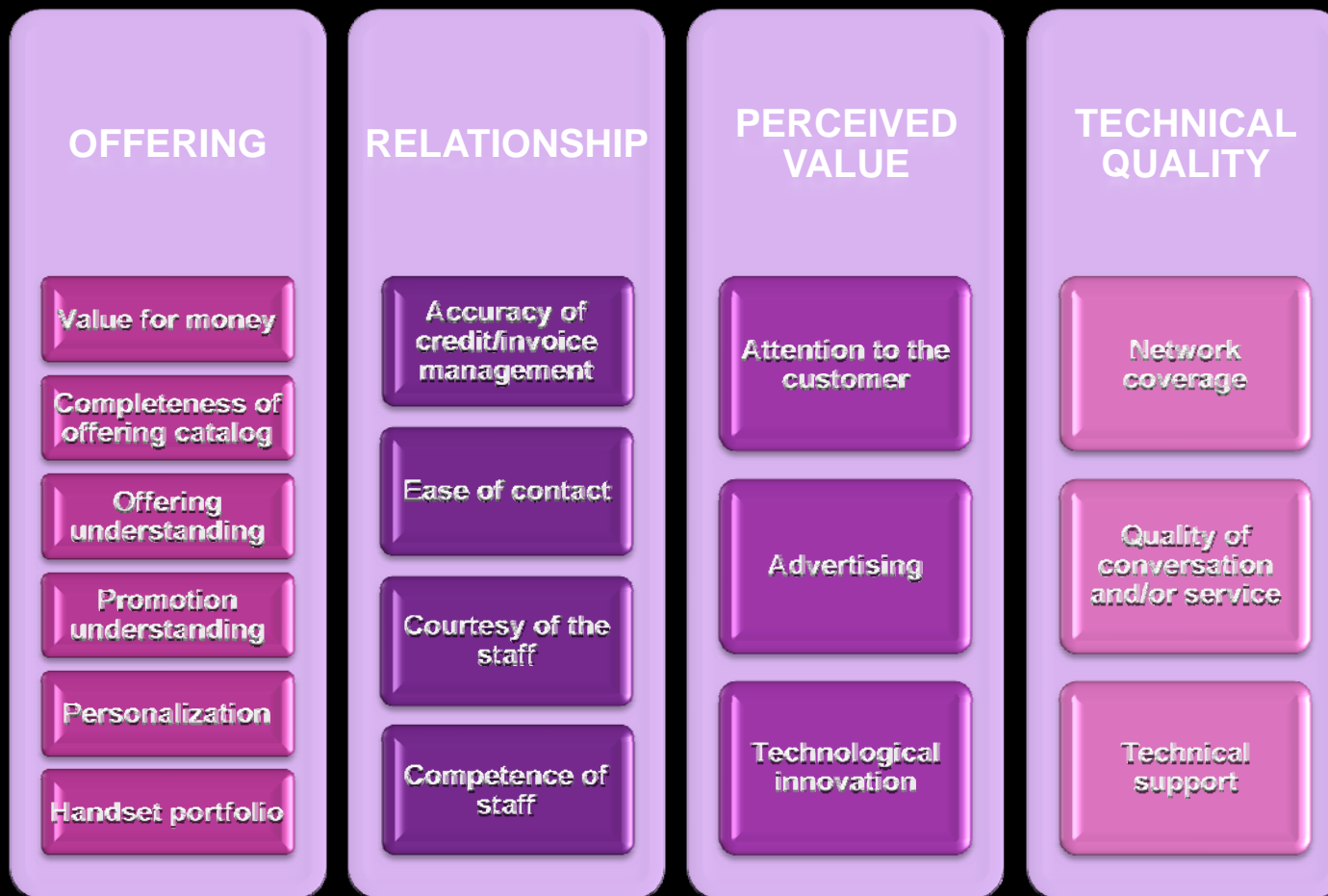
- Assess current awareness of our customers about CEM theme, in order to identify opportunities and actual needs, highlighting short-term benefits, limitation & constraints.
- Support our customers to build new business cases, leveraging on technological solution;
- Refine requirement and define new business strategies;
- Support evolutionary scenarios.



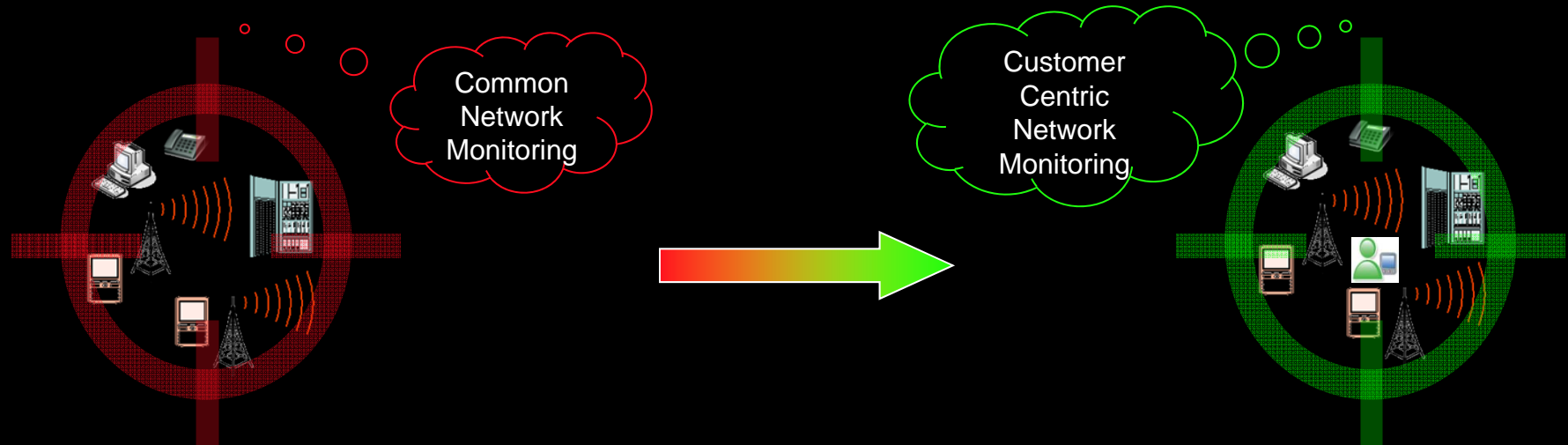
Possible Business Cases



Pillars of CSI



Business Case: Customer Centric Real-Time Monitoring and Alerting 1/3



By switching from a network-focused monitoring to a customer-focused one, it is possible:

- to define customer specific SLAs
- to achieve a more rapid Root-Cause analysis
- to bridge the gap between network-based and customer-based failure
- to identify and solve experience issues before they affect customers



Business Case: Customer Centric Real-Time Monitoring and Alerting 2/3

Customer-Specific SLAs

A CEM approach, based on real-time customer centric data collection from network sources, allows to deliver corporate customer-specific SLAs which can be first ad-hoc defined and then comprehensively verified respectively through objective customer experience analysis and measurements

Root-Cause Analysis

Thanks to more granular information about both network and customer issues, it is possible to perform a faster RCA in order to rapidly solve corporate customer problems



1. Achieve superior SLAs Management
2. Provide customers with higher levels of service and network availability at all times
3. Increase customers satisfaction
4. Provide a timely resolution to network problems and avoid the persistence of unacceptable customer experience
5. Reduce network operational costs



Business Case: Customer Centric Real-Time Monitoring and Alerting 2/3

Bridge the customer-network gap

Identify customer-related problems that are not directly related to the network and not detectable only through its monitoring

Reduce service unavailability

A real-time detection of an experience issue for some customer allows to rapidly face the problem in order to prevent that it can affect all the other customers and make unavailable their access to products and services



Benefits



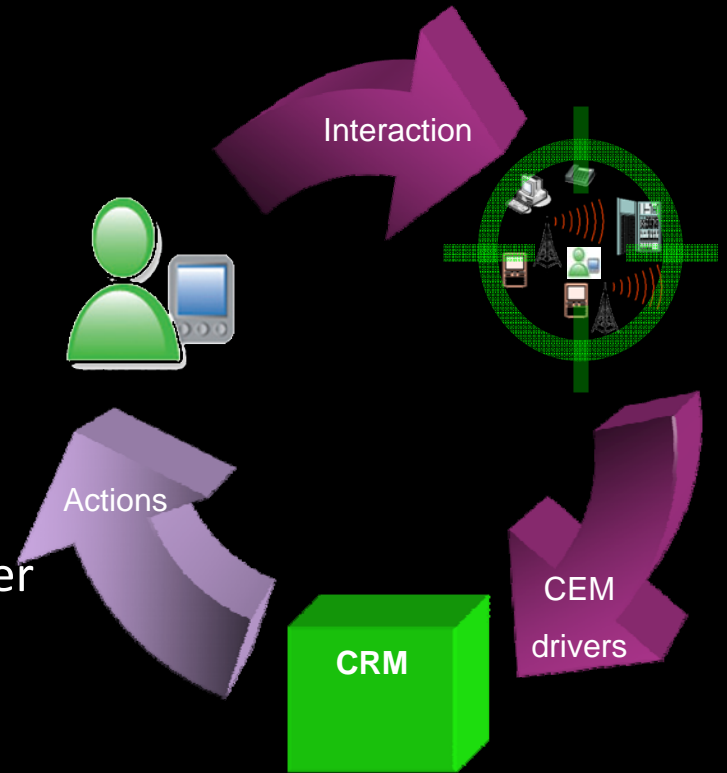
1. Acquire a depth view inside customers needs and troubles
2. Prevent loss of lucrative services revenue
3. Reduce the impact of a problem on the customer experience in terms of number of customer involved
4. Keep down customers frustration

Business Case: Proactive customer management 1/2

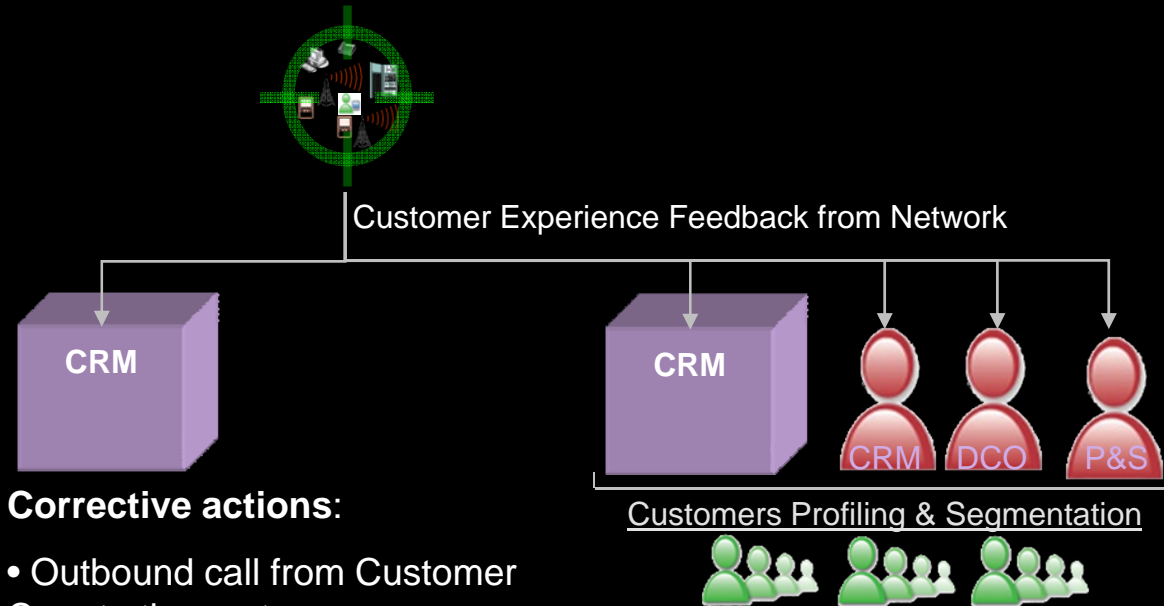
The ability to identify problems on customer experience allows timely and proactively to perform actions in order to enhance the overall quality of service and minimize the perceived discomfort.

By basing on customer experience network feedback, two sets of actions can be defined:

- Corrective actions, aimed at supporting the customer affected by a problem and minimizing his/her discomfort
- Profile based actions, a wide range of actions that can be undertaken according to an experience based profiling and segmentation of customers



Business Case: Proactive customer management 2/2



Corrective actions:

- Outbound call from Customer Care to the customer
- Customer Experience data presentation to Customer Care Operators
- Ad-hoc priority treatment to the customer calling Customer Care
- Service availability notification to the customer through a SMS
- Priority working to trouble tickets opened for the customer

Profile based actions:

- Ad-hoc priority treatment to the customer calling Customer Care
- Priority working to trouble tickets opened for the customer
- Bonus & Promotions awarding
- Products & Services offering
- Loyalty points giving (VF One)
- Survey & Campaign performing

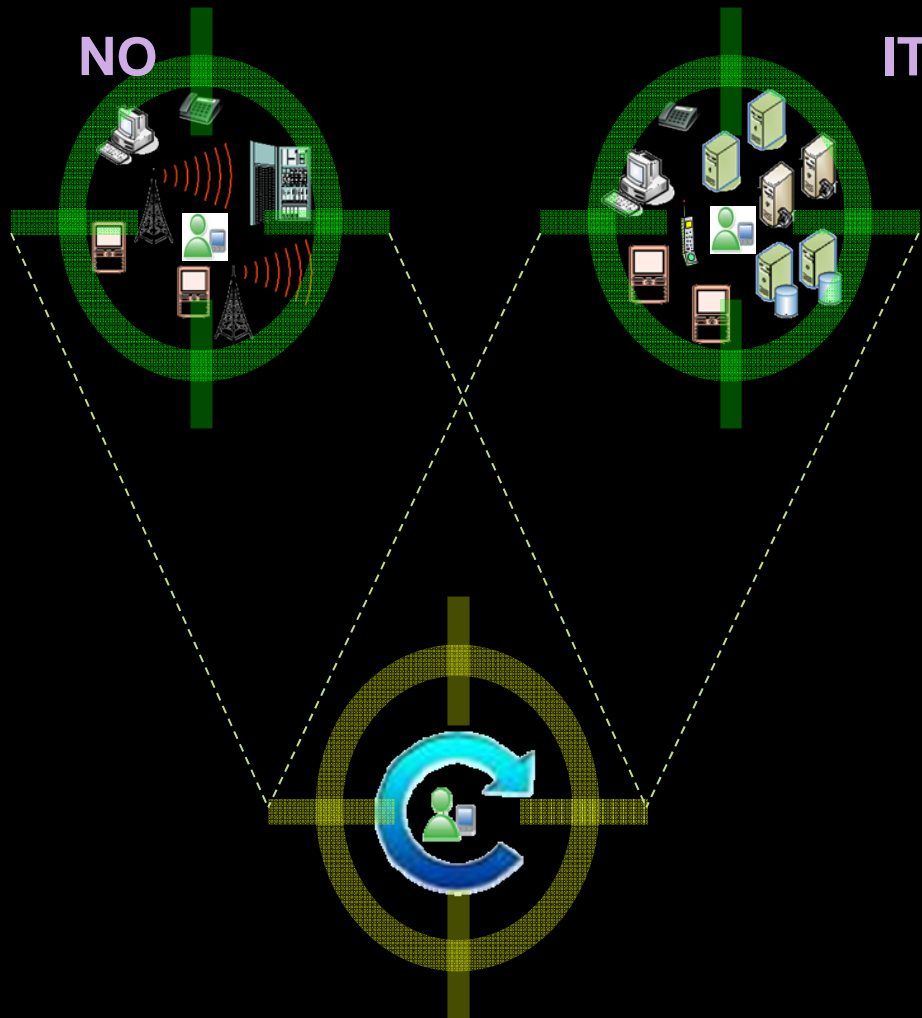

Benefits



1. Increase Customer Care efficiency and reactivity
2. Enhance the quality both of service and assistance, by giving perception of control and readiness to the customer
3. Develop new way of profiling customers
4. Last but not least, step up the customer satisfaction index



Business Case: IT platform involvement in CEM approach 1/2



The IT involvement in the customer experience data collection process allows to focus on all customer transactions, at certain points, across both business and operational platforms.

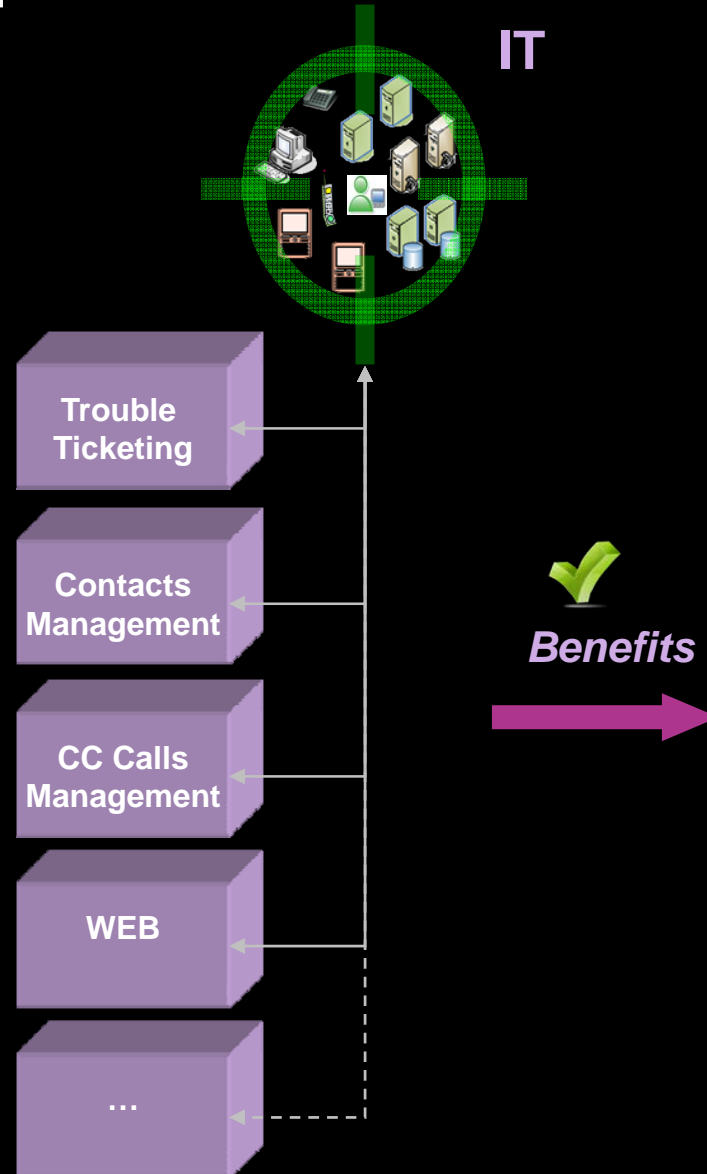
Such a kind of near/non real-time integration, enabling the merge between NO and IT feedbacks, is the key to build up a complete and consistent perspective on the experience of every customer across the entire business of the company



Business Case: IT platform involvement in CEM approach 2/2

Some examples:

- The experience of customers accessing to online services via web
- All the reported contacts with customers
- Information and statistics about calls to Customer Care
- Trouble tickets opened because of signals made by customers
- Every other experience information reported by OSS and BSS systems



1. Build a complete customer experience profile
2. Finely identify customer experience gap
3. Provide superior business intelligence tools
4. Enhance the overall management of subscribers base



Business Case: New Product Management 1/2

New products requires always more resources and time-to-market is shorter. Once delivered it's not easy to fix problem with a new key product, and this can be a drawback, leading to unhappy customers

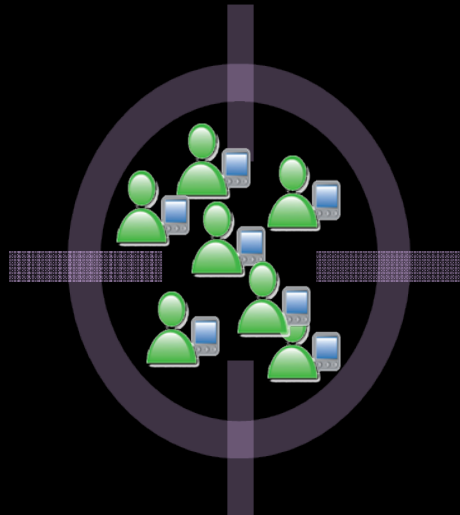
Massive test can a be a response, but monitoring a new product over the network could be not easy on a large scale.



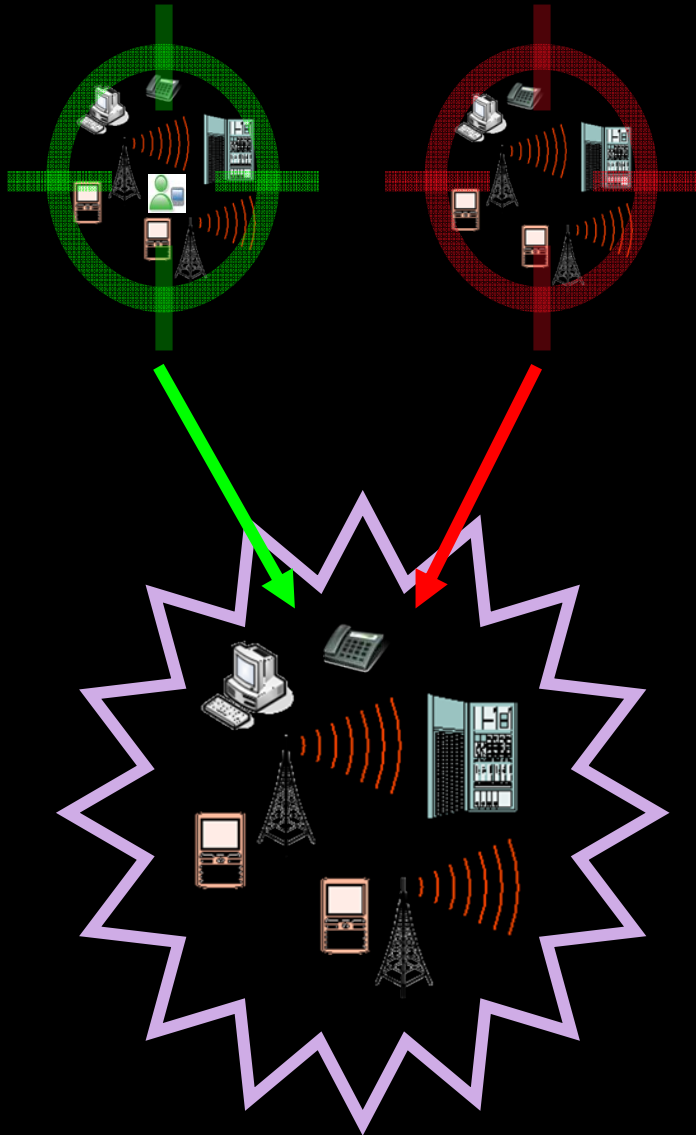
Business Case: New Product Management 2/2

Integration between Network and CEM can offer an easy way to improve new product management:

- Customer-centric view is also group-centric view
- Extract specific network parameters for a predefined CEM group, i.e. all customers that are mass-testing new product
- If any problem is found, it can be easily fixed before launching new product



Business Case: Network tuning



Classic Network Monitoring can help finding several category of problems on the network

Using together a CEM Customer-centric view and classic network monitoring it's possible to catch up new problems and improve network tuning



Thanks

www.reply.eu

info@reply.eu

