Transform the customer experience, transform your business

Operators can harness network and customer data to transform customer experiences and business processes, says Inna Ott, Director of Marketing at Polystar.

How can the network provide insight into customer experience?

The network is a goldmine of customer insights that can be used to improve customer experience.

Information captured from the network can expose to operators the "what, where, when and how" of service or device usage. This tells an operator about the volume of data passing through the network, uptake and traffic trends for specific applications, delivering a full range of information on usage patterns. Traditionally that information has been used to enable technical and networks operations teams to optimise and manage the network. That is still the case but it can also, by being integrated with CRM and OSS/BSS systems, produce insights that can be exposed to business units across the operator: for instance to product and marketing teams, to frontline customer care teams, to network operations, to roaming and interconnect management, or to corporate account teams.

How can operators turn that network and customer insight into actionable data?

To turn insights into action they must be made available to people throughout the operator's organisation, in a form that is adapted to different skillsets and needs.

In order to do that, the operator needs an analytics tool that can visualise complex network data in an easy way so that it delivers valuable insights to people with deep technical knowledge, people with deep business knowledge and people with deep service skills.

In many cases the operator needs to combine network information with other data sources, e.g. in a CRM system in customer care. The network analytics tool should therefore be able to integrate with other systems and feed them with network and customer insights.

What can the results be - operationally and also in terms of an operator's business model?

The benefits can stretch across the business. For example, customer care agents solve complaints quicker and at first line level; network engineers gain more detailed insights to take control of their networks; corporate management, marketing and product teams can deliver offers and service levels that customers perceive as most price-worthy.

Polystar's Customer Insight solution is key to ensuring operators secure long-term success from their investments in customer experience management. It helps operators gain competitive advantage by understanding customer behaviour, enabling the retention of the most valuable customers and ensuring their loyalty.

We have had dramatic results with a leading Asian operator that selected Polystar's Subscriber Analytics solution to enhance the operational efficiency of its customer support teams. The front-line team has been empowered with the tools to resolve more issues, meaning that fewer problems are escalated to the 2nd line. This has increased customer satisfaction and the overall 'cost per call' rate has been reduced.

So your delivery of actionable intelligence can truly transform an operator's business?

Yes. Combining network and customer insight transforms billions of data points into actionable intelligence that can be accessed and understood across the business.

This actionable intelligence enables operators to deliver exceptional, personalised and tailored customer experiences, and at the same time transform their own business processes.