

**THE CEM
RULES**

Mobile Europe's
Insight Report outlines
CEM best practice

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Managing the customer EXPERIENCE

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POWERING THE CUSTOMER-CENTRIC BUSINESS

Mobile operators that see opportunity in the transition to the customer-centric business must have the tools and technology in place to enable them to meet that vision. Keith Dyer talks to Niklas Thorin of Polystar, a company well-placed to drive this strategic transition.

KEITH DYER: Niklas, we read and hear so much about how operators are buying into the new customer centric model, and putting CEM strategies in place to enable them to do that. Are these the conversations that you, at Polystar, are having with your operator customers?

NIKLAS THORIN: Yes, absolutely. And it is important to understand what is driving that transition within operators. The focus of their business has changed because their subscribers, especially in the growing smartphone customer base, are communicating via all sorts of social media, using the internet to access news, entertainment and music, for messaging and VoIP services and to access business-related information.

This is driving an exponential growth of mobile data traffic which, paired with a rising amount of smartphone users, has coincided with and influenced customers' expectations for higher quality of service. One of our partners conducted a global survey and in their report they found that smartphone users are 2.5 times more likely than users of other devices to rate messaging and Internet quality as the reason they stay with their provider. That means it is critical for operators to understand how their services perform in real time, and how they are perceived by the end-users, if they want to differentiate themselves in a fierce competitive market. Customer Experience Management has therefore become the top business goal for many CSPs as operators start slowly realising the necessity to implement a meaningful CEM strategy to increase revenues.

KEITH DYER: When we talk about operators having "a CEM strategy", what does that mean to you as a company?

NIKLAS THORIN: For us what's important is that we give our customers the ability to access real-time information that lets them see if their subscribers are really happy with their service interactions: to make sure the operators are meeting customers' requirements and expectations. So, this is all about analytics, enabling operators to capture subscriber feedback in real-time as well as historically, and then if necessary take the further steps required to improve their experience.

KEITH DYER: How do you support that capability within operators?

NIKLAS THORIN: Our Jupiter solution accesses raw network data and turns it into intelligent information about what's going on in the network, and with the customer.



Polystar, one of Sweden's fastest growing companies, supports operators as they move into the future world of the always connected consumer.

That information could come from our own OSIX passive probes, or we can interface with other systems, to capture data from multiple sources. By doing this, we provide analytics about network, service and device performance. For example, we keep an updated track of which devices are being used in the operators' network, which versions of OS have different issues, and so on; this allows the operator to push information or fixes to the relevant customer group.

We are looking for insight about the end-user's actual and perceived experience: are customers happy, are they experiencing problems with services, are they getting the quality they have bought? We deliver mission-critical information about operation and performance to a variety of departments in an easily graspable dashboard format, be it for the network operations teams, marketing and sales, customer care or C-Level management. The information can be used for many different purposes: from supervision, network investments or service infrastructure planning, to marketing analytics for new services, SLA monitoring and proactive network management, down to customer care and immediate feedback delivery. And what is extremely important is the capability to deliver various levels of information depending on the target groups — from a high level view of the overall network performance down to a single subscriber.

For instance, our Subscriber Analytics product gives an operator the ability to see customer activities for the last few minutes, hours, days or weeks. So, a customer support agent can give direct feedback to the end-user and explain what the problem is related to, or ideally the network

operation department proactively deals with the network issues before they impact the subscribers.

Another example is monitoring churn; the head of sales can see in real-time that the number of customers is dropping compared to the previous month, can analyse the reasons and examine the impact of churn drivers, based on the actionable data that Polystar provides from the network.

KEITH DYER: What influence does this approach have on an operator's business?

NIKLAS THORIN: The influence is almost immediate on the bottom line - the ability to provide significant differentiation and superior business performance, which leads into lower churn rates and higher ARPU. The approach is key for network operators in driving loyalty profitability, efficiency and revenue streams.

Our customers are all benefiting from working with Polystar's technology. An Asian tier 1 operator, for example, has been using our solution since December, and they are training the entire customer care team using our CEM solution, as well as large parts of its sales and management teams.

KEITH DYER: How do you support the operational changes that operators are embracing?

NIKLAS THORIN: We have been observing for a while that operators were moving from a very technology-driven to a more customer centric approach. Operators have changed their focus from customer acquisition to customer retention, and driving increased revenues from their existing customers. We, at Polystar, predicted this approach would become a common trend, so we made sure that our products address this mind shift and allow the operators to keep pace with the times. In many senses we are accessing the same data but the focus has changed, as well as the manner of data presentation.

With the increasing complexity of mobile networks the operator has to deal with different repositories of data, different systems and OSS, to try and deliver this CEM strategy. To help operators to overcome these challenges, we initiated a few years ago the development of a CEM tool. Our biggest advantage is that we have one solution that correlates all these different technologies and provides one seamless view of you as a customer, using one common system that shows exactly what's going on with your services.

If you, as a subscriber call in to your service provider, and you have a VoIP service, use TDM voice, web

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Polystar's Subscriber Analytics platform can drive increased operational efficiencies by providing real-time actionable customer data.



browsing and other applications, we correlate all these different technologies and provide one seamless view of you as a customer, using one common system that shows exactly what's going on with your services. All the acquisitions going on in the last few years have made things even more complicated, with customer support teams, for example, looking at different windows for data, for voice, or at another source for another kind of vendor.

We have the advantage of having everything with the same view and look and feel.

POLYSTAR

Polystar is the premier supplier of Service Assurance, Network Monitoring, and Test Solutions to leading telecom operators, service providers and network equipment manufacturers around the globe. Polystar's innovative product portfolio supports the complete life cycle of new services and

technologies — from design, pre-deployment verification and stress-testing, through roll-out, down to network assurance and service management of in-service mobile, fixed, IP or converged networks.

Polystar is recognised as one of the fastest-growing companies in Sweden. Since its establishment in Stockholm in 1983, it has experienced a continuous and sustainable growth, and evolved to a global presence, serving its customers in over 50 countries. Currently, Polystar maintains nine offices around the world in Sweden, USA, China, Germany, Russia, UAE and Singapore. Polystar's headquarters are located in Stockholm, Sweden.



Niklas Thorin