

Delivering a Positive Customer Experience Through Service Assurance

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Abstracts

A telco's service assurance team's primary task is to ensure that end users receive a predefined level of service. Traditionally this meant ensuring that the telco's network was functioning optimally. However, the increasing prominence of customer experience management as a means to combat churn and the complex nature of a telco's services are increasing the scope and complexity of service assurance. In this report we examine the growing pressures on the telco's service assurance function, and how it can respond to these challenges.

Contents

Executive summary

In a nutshell

Ovum view

Recommendations for players

The business benefits of service assurance to telcos

Vendor products need to clearly demonstrate their benefits

Key messages

Service assurance is becoming a harder task for telcos

Enterprise customers remain the key focus of service assurance

Moving from assuring quality of service to quality of experience

Mobile operators extending service assurance to devices

Service assurance teams must do more with less resource and do it quicker than ever before

Service assurance can help to improve customer-facing business processes

Business/market drivers

Overview

External forces

Growth in the number of connected devices

Explosion in bandwidth, particularly for mobile operators

Internal forces

The move to IP-based services

Targeting a reduction in churn

A need to manage the customer experience

The push for service innovation

Drive to reduce costs

The service assurance function

The link between back and front office functions

Measuring and monitoring QoE

Business benefits of service assurance

Improving end-user service levels

Delivering on enterprise SLAs – the primary focus of service assurance

Extending service assurance to end-user devices

Reducing costs in the back office

Network management convergence

Service assurance teams must do more with less resource and do it quicker than ever before

Business process improvements

Vendor products claim improved functionality at lower cost

Prioritizing service assurance for high-value customers

Promoting better links between back and front office – intelligent customer care

Increasingly proactive

Valuable input into top-level telco strategy

List Of Figures

LIST OF FIGURES

Figure 1: Ovum wireless backhaul traffic forecast: 2010–15

Figure 2: Most important factors when using fixed Internet services: 4Q09

Figure 3: Reasons for complaints on fixed Internet services: 4Q09

Figure 4: Assuring the customer's experience – moving up the service layer

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