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.

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