

Customer Experience Management

Customer Experience Management

Aprovechando el valor de la información del usuario final



Nokia Siemens
Networks



Customer Experience Management

¿Qué es Customer Experience Management CEM?

¿ Por qué Gestionar CEM?

¿ Cómo gestionar CEM?

¿Por qué Nokia Siemens Networks?



La experiencia del servicio o servicio de la experiencia?

Proveemos experiencias
Queremos que a nuestro clientes les encanten

- Agencias de turismo
- Entertainment Business
- etc...



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Proveemos servicios
Queremos que nuestro clientes tengan la mejor experiencia del mercado al usarlos

- Telecom “tradicionales”
- Compañías aéreas
- etc...

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Proveemos servicios y experiencias
Service+Content Providers (ej. eBooks)
Revenue Sharing
etc...



“Customer Experience” en nuestro mercado...

La posibilidad de acceder a servicios de comunicación que cada vez se consideran “obligatorios”

La facilidad y simplicidad de uso

La disponibilidad del servicio

La falta de cualquier tipo de “inconveniente”

“Todavía” los clientes compran los servicios

Pero lo que el cliente llama “servicio” es un concepto cada vez más amplio

Servicio y experiencia ya no son tan fácil de diferenciar



El servicio, y la experiencia no son definiciones técnicas y estáticas:

Cada cliente tiene su idea de servicio

Es necesario conocer nuestro clientes para darle los servicios para los cuales están dispuesto a pagar

Es poco probable conocer las necesidades de cada individuo con exactitud, pero podemos conocer las necesidades de grupos y clientes corporativos, a la hora de definir una segmentación cercana a la realidad



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The experience gap...

80% de los operadores creen que entregan una experiencia.



Solo el 8% de los usuarios finales perciben que su operador entrega una "experiencia superior"



Source: Bain & Co.



El cliente sigue siendo el activo más importante

“40% of customers who suffer through bad experiences **stop doing business with the offending company**”

“50% of customers across industry think many of the companies they interact with don’t understand or care about them”

Source: Harvard Business Review, September 2009

“Communication service providers could **increase the lifetime value of a subscriber up to 50%** if they would persuade the subscriber to stay on for only another year”

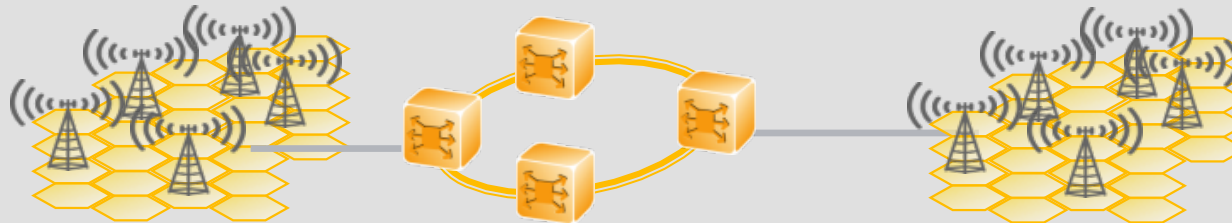
Source: Yankee Group

“To remain relevant as value-added service providers in today’s digital world, **CSPs must capitalize on real-time intelligence and customer insight.**”

Source: Yankee Group, February 2010



Quality of Service vs. Customer Experience

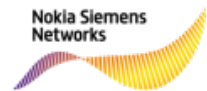


Quality of Service

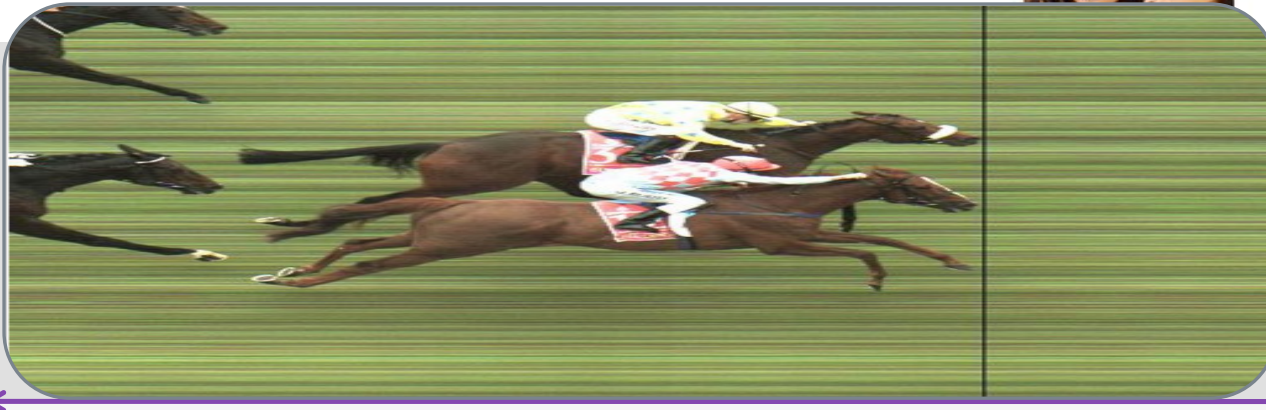


Customer Experience

Perceived quality significantly differs from measured quality



Quality of Service vs. Customer Experience



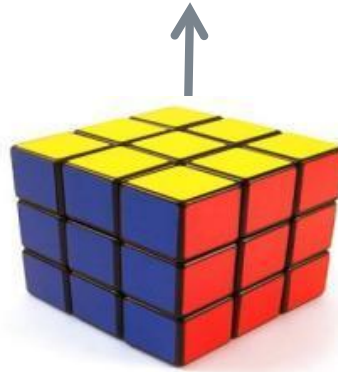
Customer Experience

Perceived quality significantly differs from measured quality



CONOCER es el primer paso para satisfacer al cliente. Crear “CONOCIMIENTO DEL CLIENTE”

Combinar, interpretar,
enriquecer la información



Usar todos los datos
ya disponibles

Capturar nuevos tipos
de información



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Real / elapsed time actions to boost business

Understanding where the real value is

One view of customers' data

Customer data coming from many sources



Business intelligence applications

Reports, dashboards, analysis & query, segmentation, profiling

Real-time & historical data collection, consolidation and exposure

Basic analytics including metadata

Real-time & long term data storage and consolidation

Billing, charging, subscription, service usage, devices, CRM,...

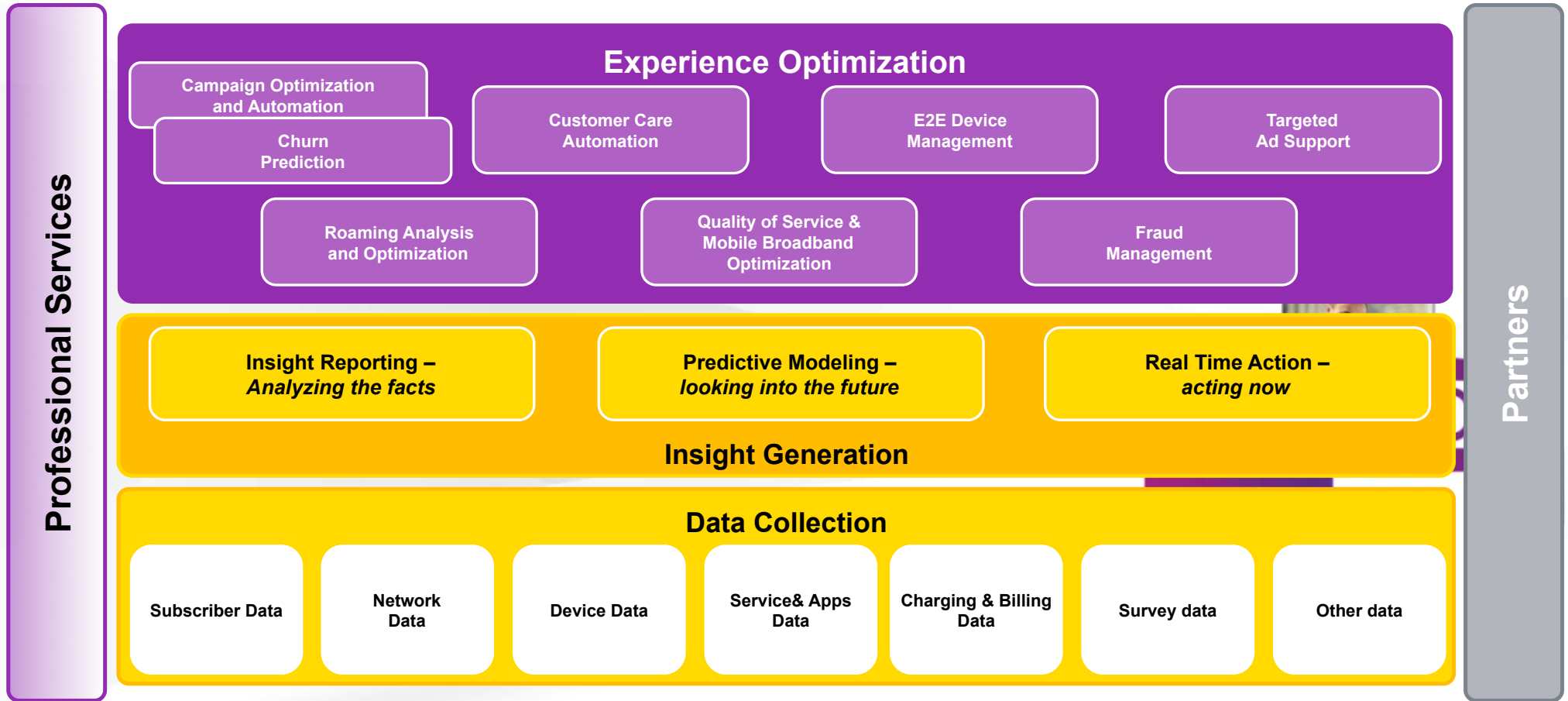


Spread out data

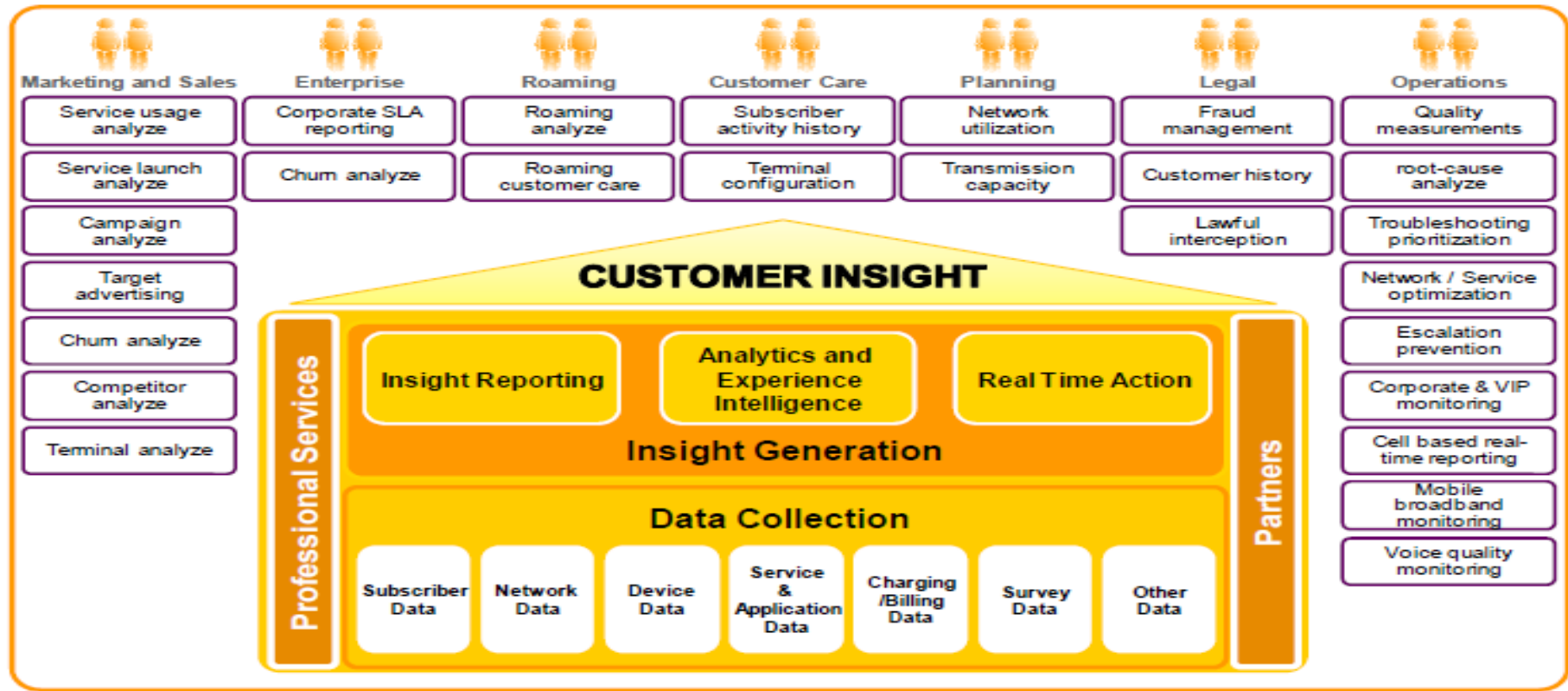
Customers



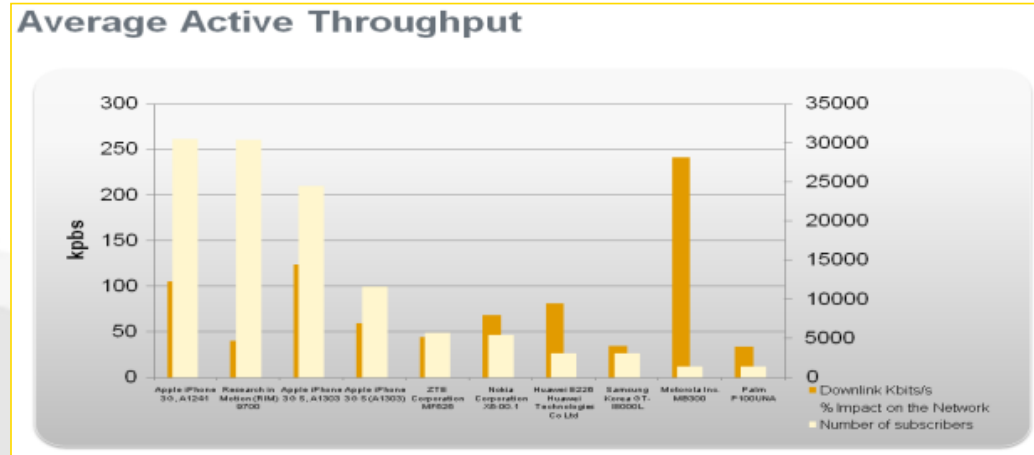
Insight & Experience Framework – Architecture



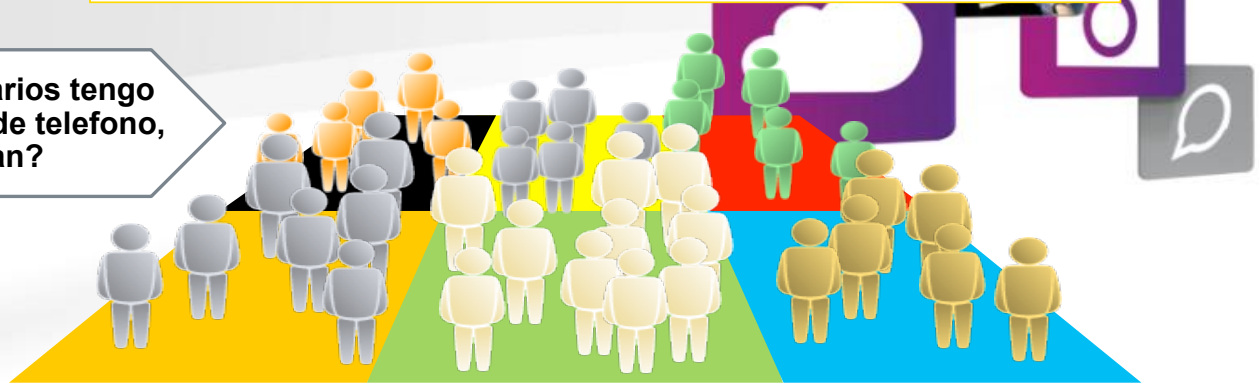
Customer Insight Use Cases



El valor de la información



Ej. ¿Cuántos usuarios tengo por cada modelo de teléfono, y cuántos MB bajan?

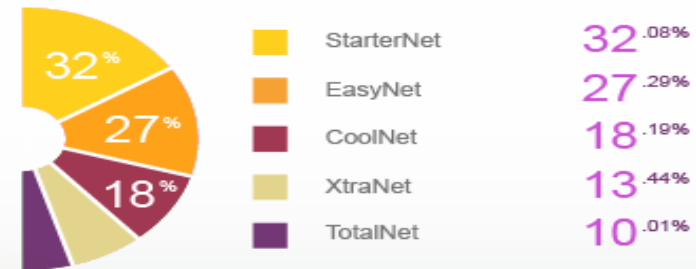


El valor de la información

Highlights

“ The TotalNet marketing campaign has started. During week 35 the number of our broadband users has increased by **1,5%**. They generate an additional **5GB/s** traffic.

Usage distribution by data plan



Visitor MBB usage

13 MB/subscriber



“ In week 35 we had **35812** roaming visitors. Their median data transfer was **13MB**.

“ There is an unusually large number of network errors in Beijing area. **153600** customers cannot use mobile broadband. Because of this we lose and **430GB/hour** of data compared to normal usage.



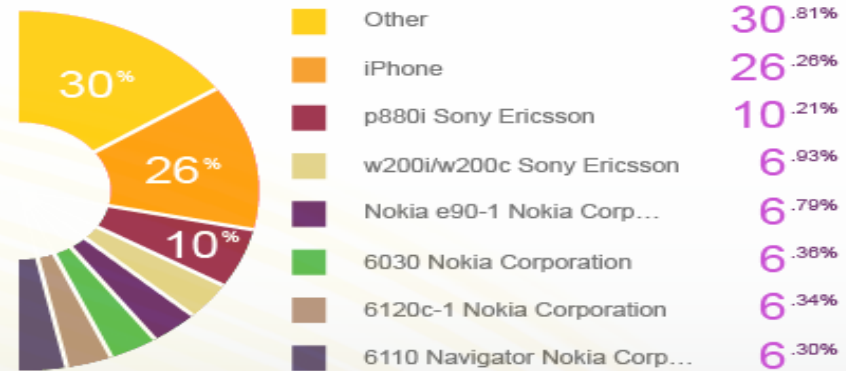
El valor de la información

Device statistics

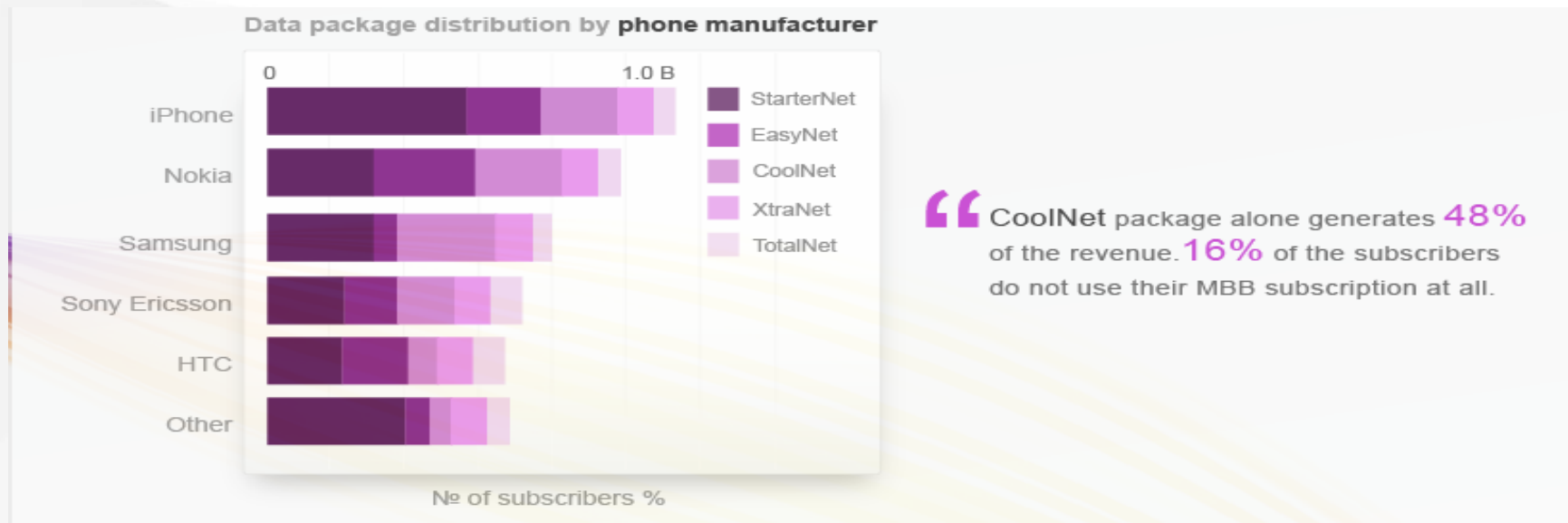
All Smartphones iOS Android Symbian RIM

“ 47% of the revenue originates from iPhone users. They generate 16.5M CNY per week. The top 5 manufacturers generate 68% of the revenue, while the bottom 5 manufacturers generate 2% .

MBB usage by phone manufacturer



El valor de la información



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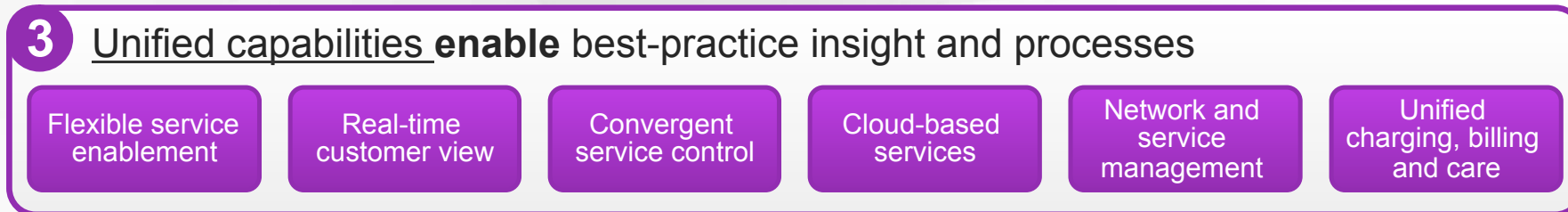
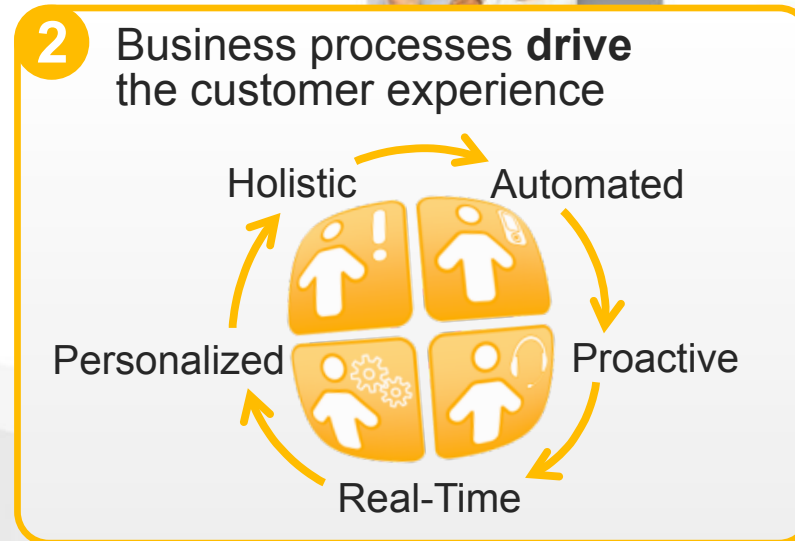
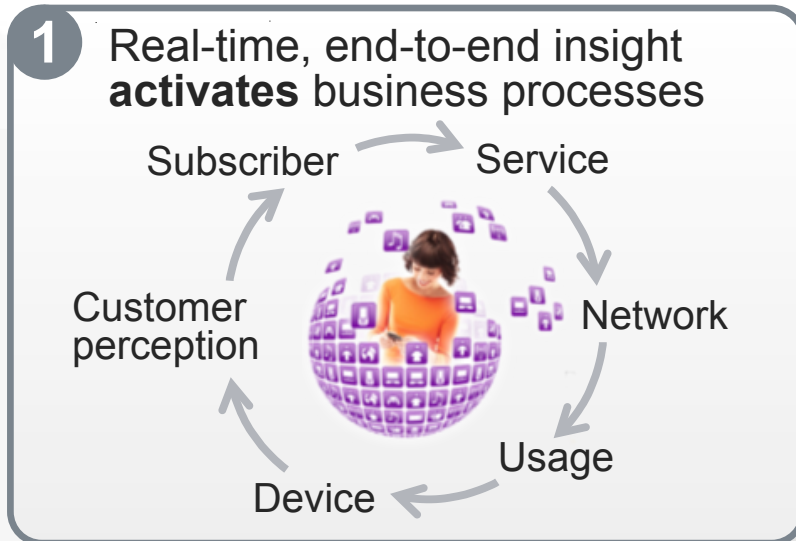
¿ Por qué Gestionar CEM?

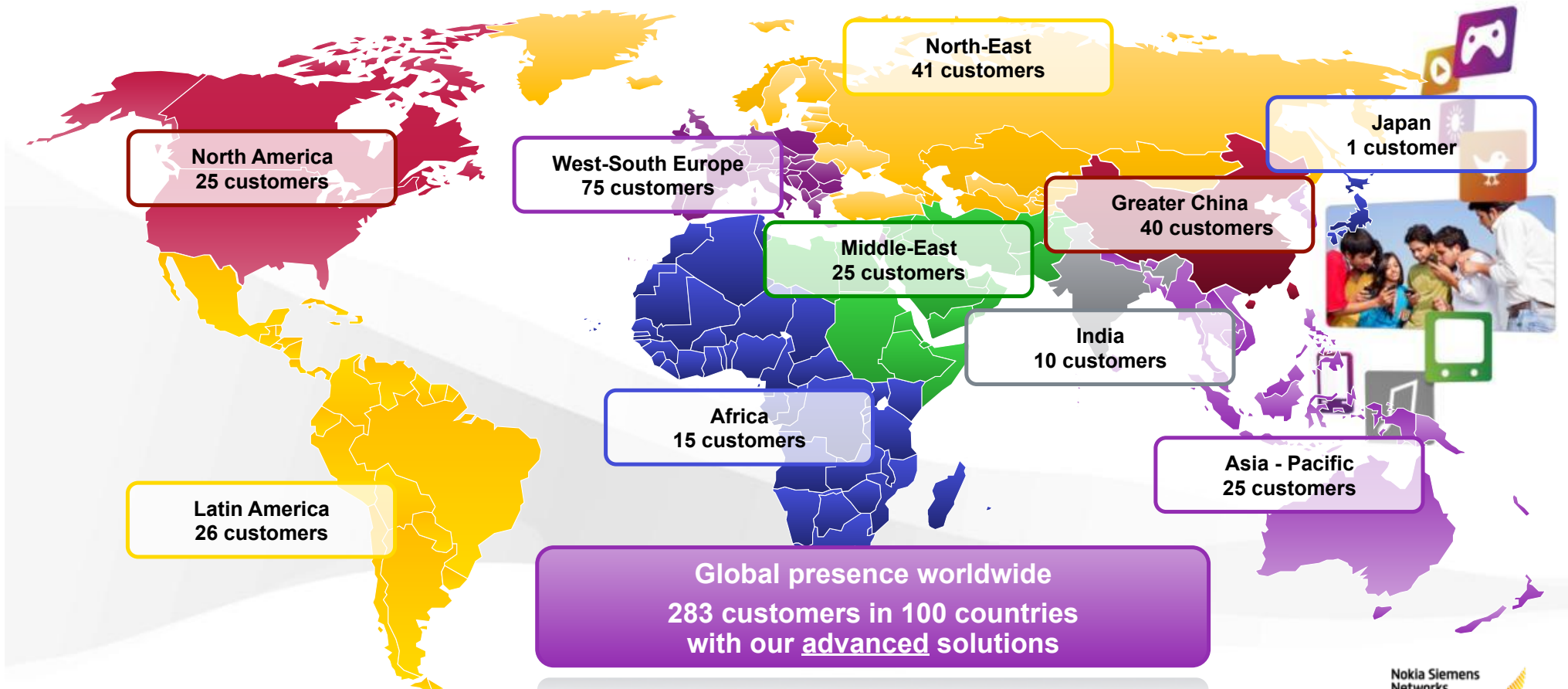
¿ Cómo gestionar CEM?

¿Por qué Nokia Siemens Networks?



Nokia Siemens Networks: Enabling the communications experience transformation





Customer experience matters

“Making it special. When it matters the most..”



Video on you Tube: http://youtu.be/_rcAi42sjVQ



Thank you!

Cristiano Plini
cristiano.plini@nbn.com



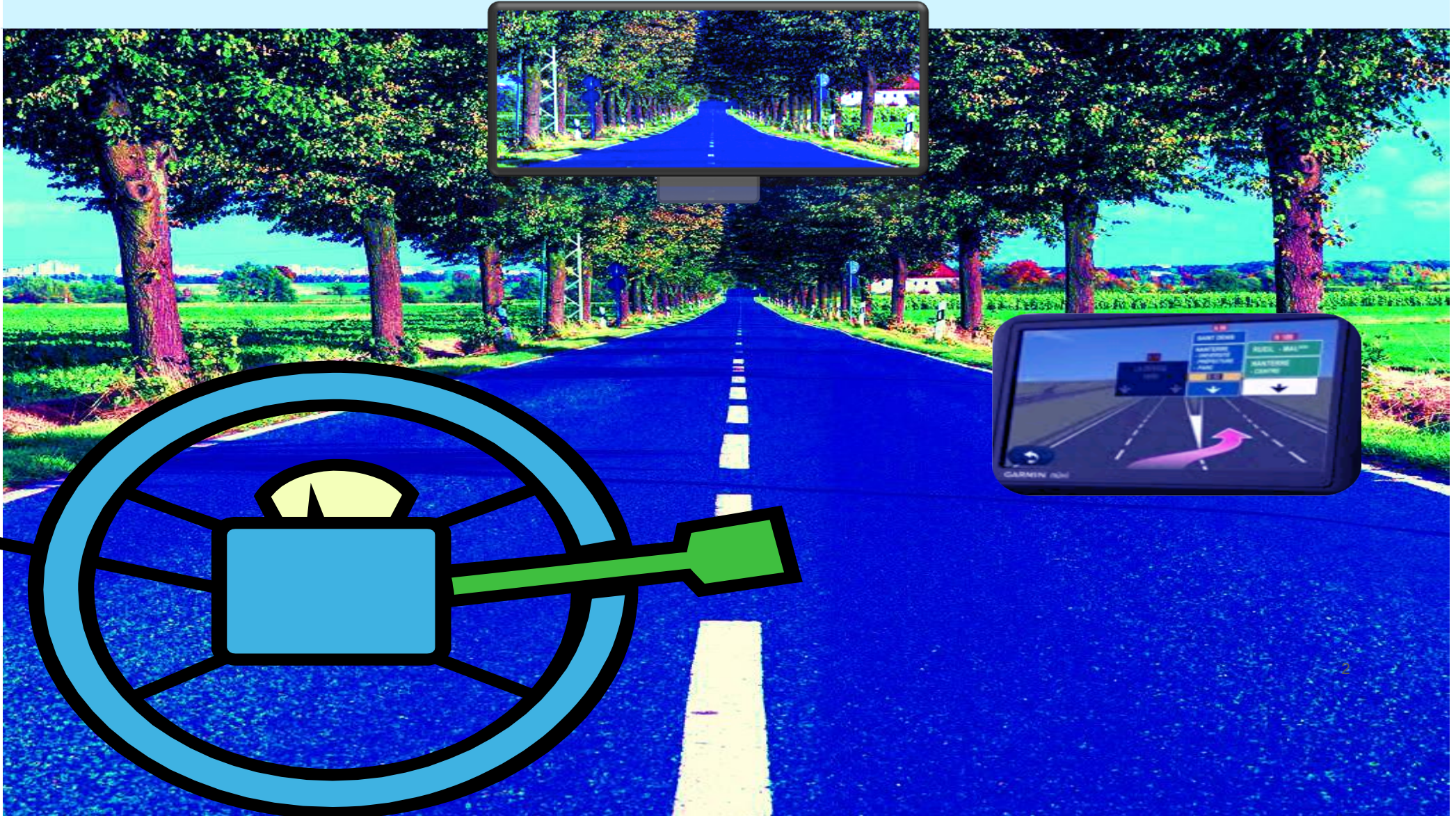
Visit: <http://www.nokiasiemensnetworks.com/portfolio/customerexperiencemanagement>

Comptel's Approach to Customer Experience Management

Diego Becker, Vice President, Latin America and Caribbean
4th November 2011



Is your business like reacting to the past ?



Opportunity in Profitable Data Exploitation



- Understand your customers more
- Exploit data for business actions
- CSPs barely tapped the potential

Today's Reality for Customer Experience Management

'CEM is about everything and it depends on who you ask'



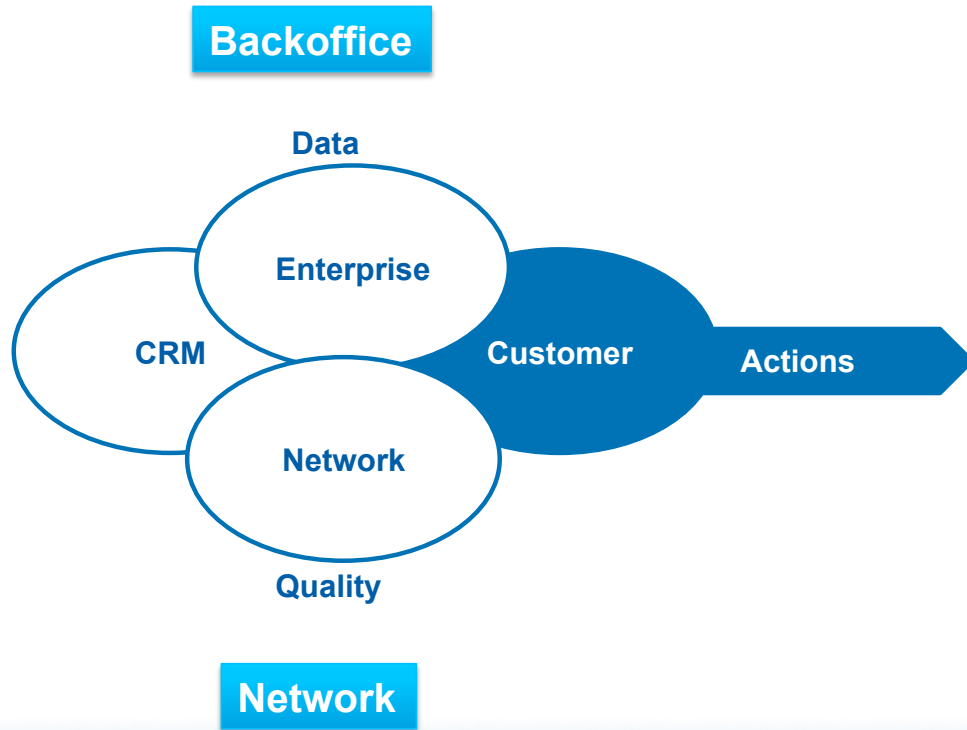
Internal

Management



Automation

Backoffice



External

Customers



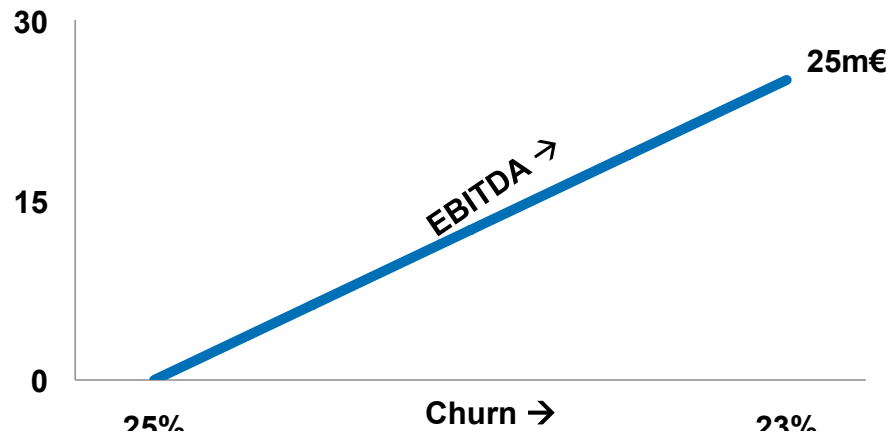
Public

COMPTEL

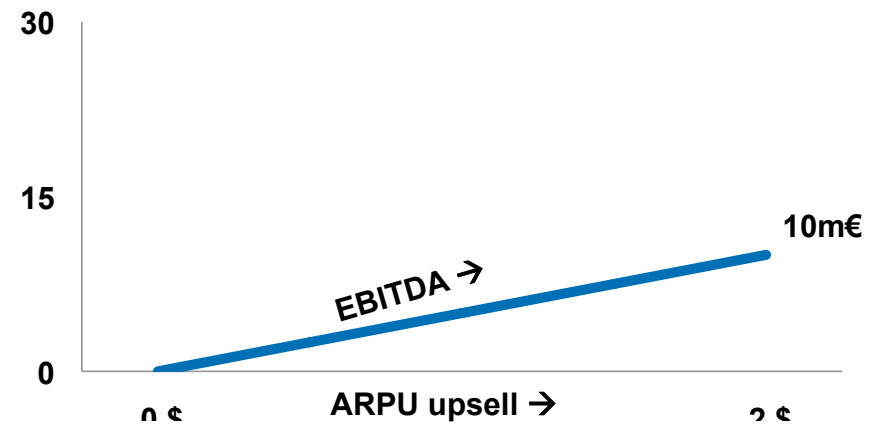
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Case 10M Subs: What if You Could ?

What if you reduced churn by 2%?



What if you could upsell 2€ per month to 10% of your customers?



Increase your EBITDA by 50 M€ per annum

Comptel's Customer-centric Approach

