

# OSS/BSS Data Analytics (for CEM)

Telesemana 2017

Victoria Escudero – Sales Director for Latam

OSS Integrated Assurance & Analytics

COMARCH

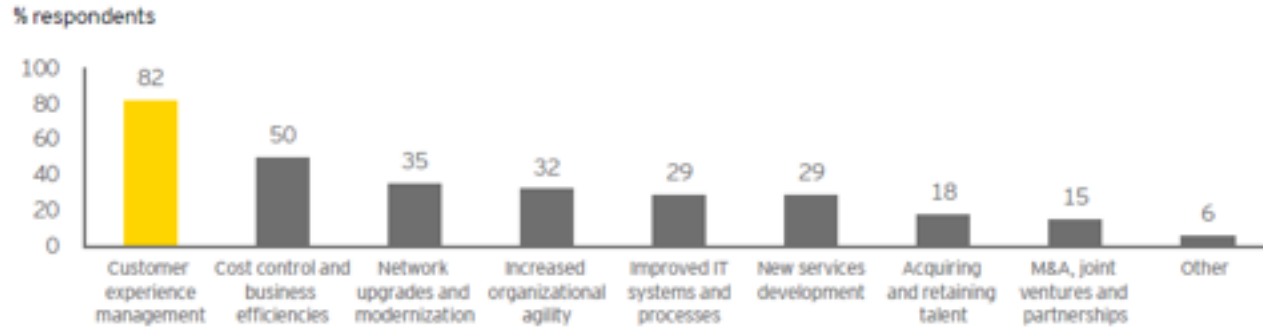
A photograph of two men in business suits sitting at a table. The man on the left is pointing at a tablet, and the man on the right is looking at it. A glass of water is on the table. The image has a blue tint.

**What is the business value of CEM  
for the network operator?**

# CUSTOMER EXPERIENCE – A STRATEGIC PRIORITY

CEM on 1st place among operator **strategic priorities** over the next three years.

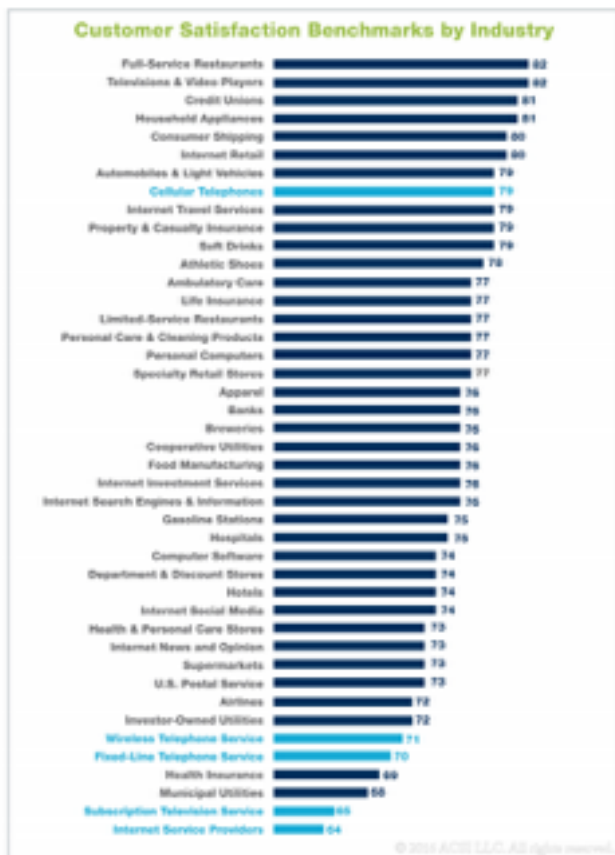
Source: EY (2015)



By 2017, 89% of marketers expect customer experience to be their **primary differentiator**.

Source: Gartner

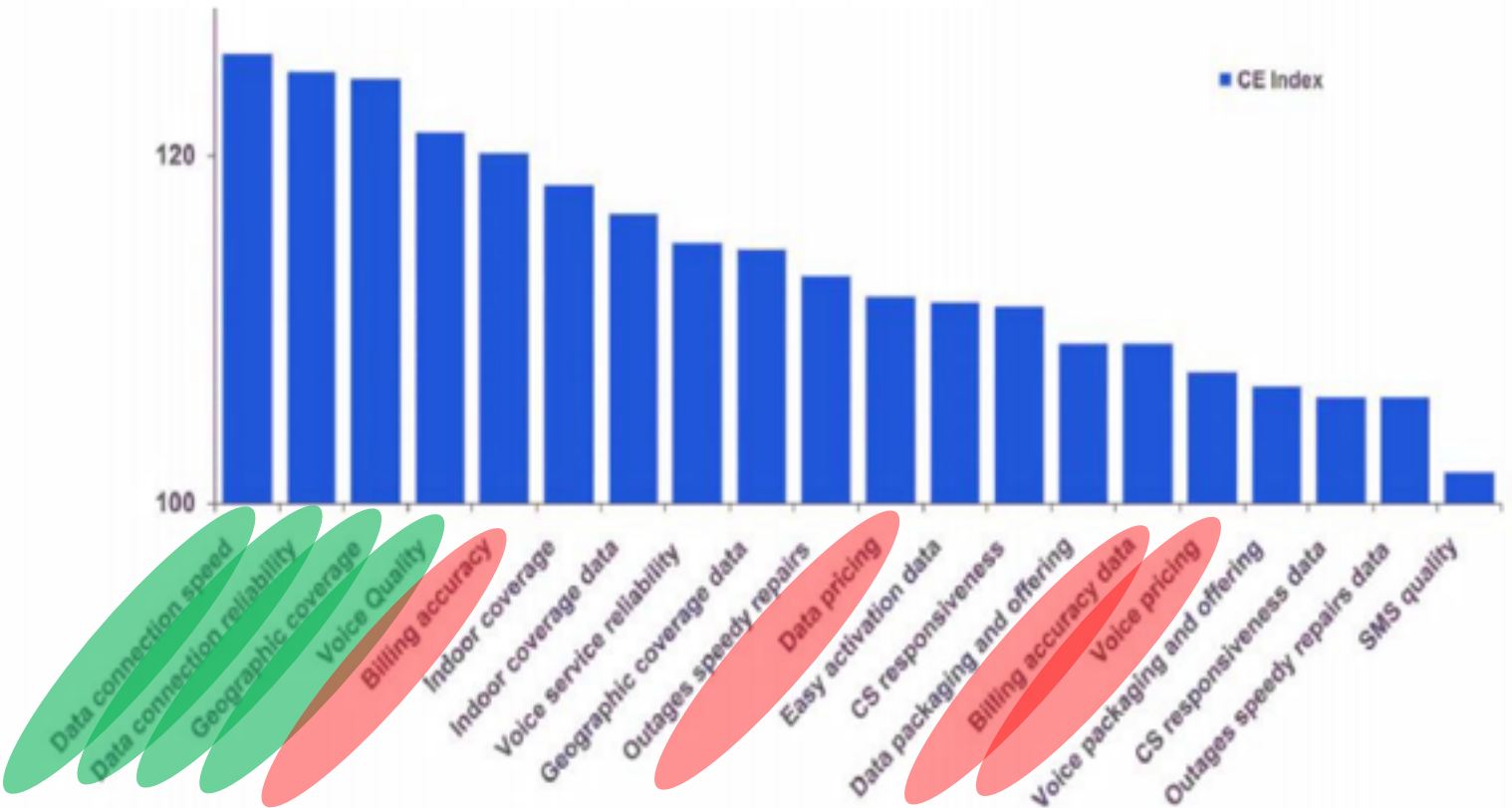
# CUSTOMER SATISFACTION BENCHMARKS



Communications Service providers are at the bottom of the Customer Satisfaction benchmarks according to ACSI (American Customer Satisfaction Index).

# NETWORK IS THE KEY ASSET AND TOUCHPOINT FOR CUSTOMER

Source: Customer Experience Consumer Business Insights, Ericsson







# CUSTOMER EXPERIENCE

What is it all about?

*... can be influenced by a **user's state, content and context...***

*“User satisfaction level for a service, as **subjectively perceived...***

*... includes also **end-to-end** effects for systems...*



# SATISFIED CUSTOMER

- 1 Transparency
- 2 Communication
- 3 Proactive Monitoring
- 4 Comprehensiveness
- 5 Good Luck

Product Catalog, Billing  
SLA Monitoring

Self Care  
Corporate Self Care

Integrated Assurance  
(FM/PM/SM/SQM/CEM)

Product Catalog  
Service Fulfillment

On the Roadmap

CEM Data Analytics

Loyal  
Customer



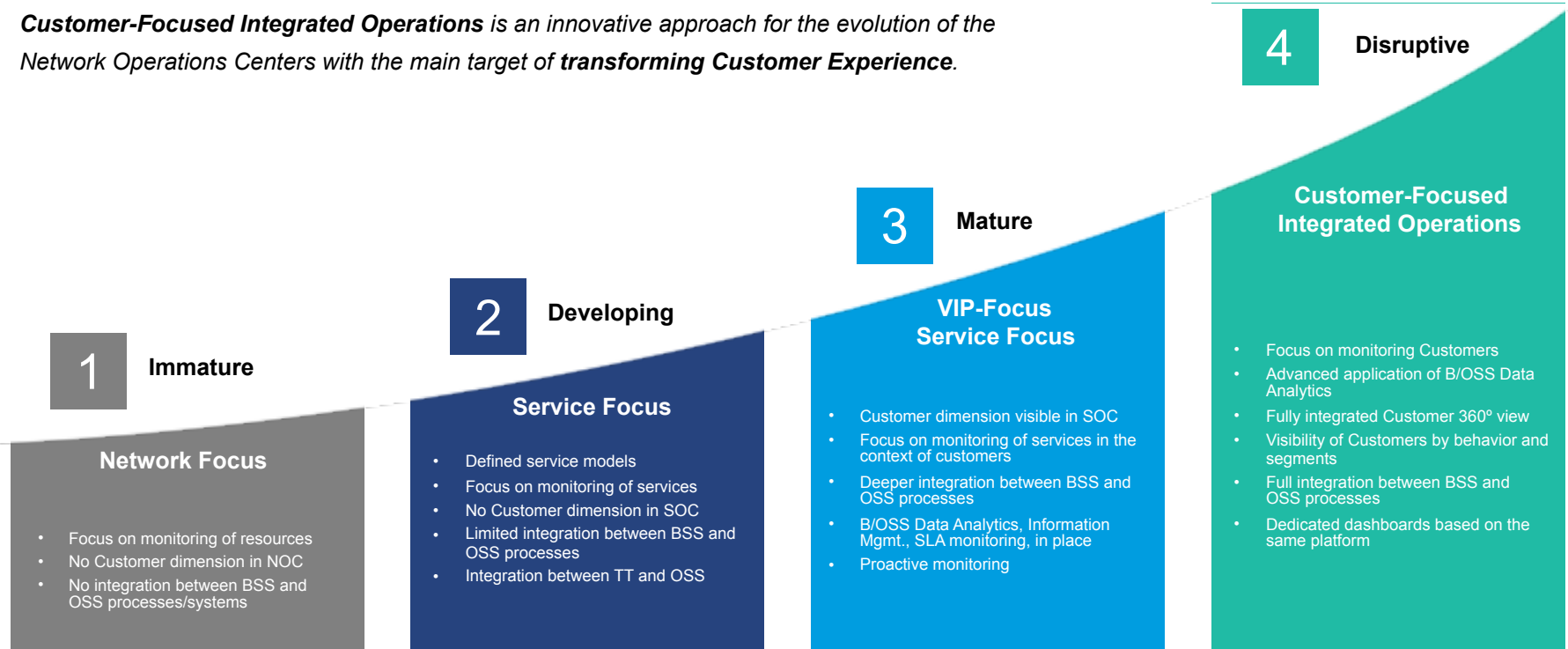
Doubts



Churn

# CEM-ENABLED TRANSFORMATION TOWARDS CUSTOMER-FOCUSED INTEGRATED OPERATIONS

**Customer-Focused Integrated Operations** is an innovative approach for the evolution of the Network Operations Centers with the main target of **transforming Customer Experience**.



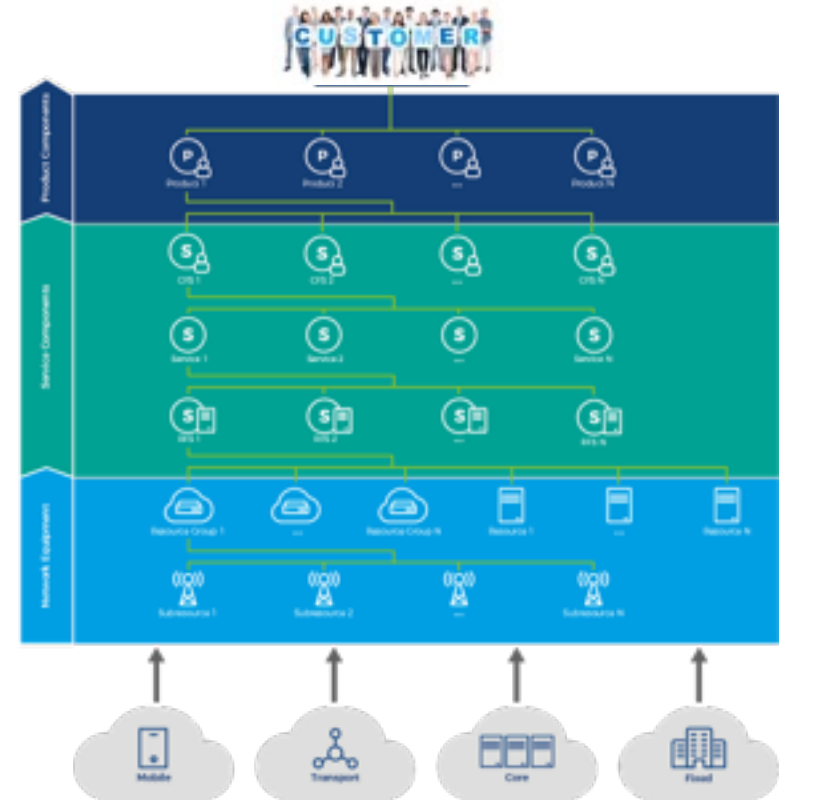
Automation and Proactiveness



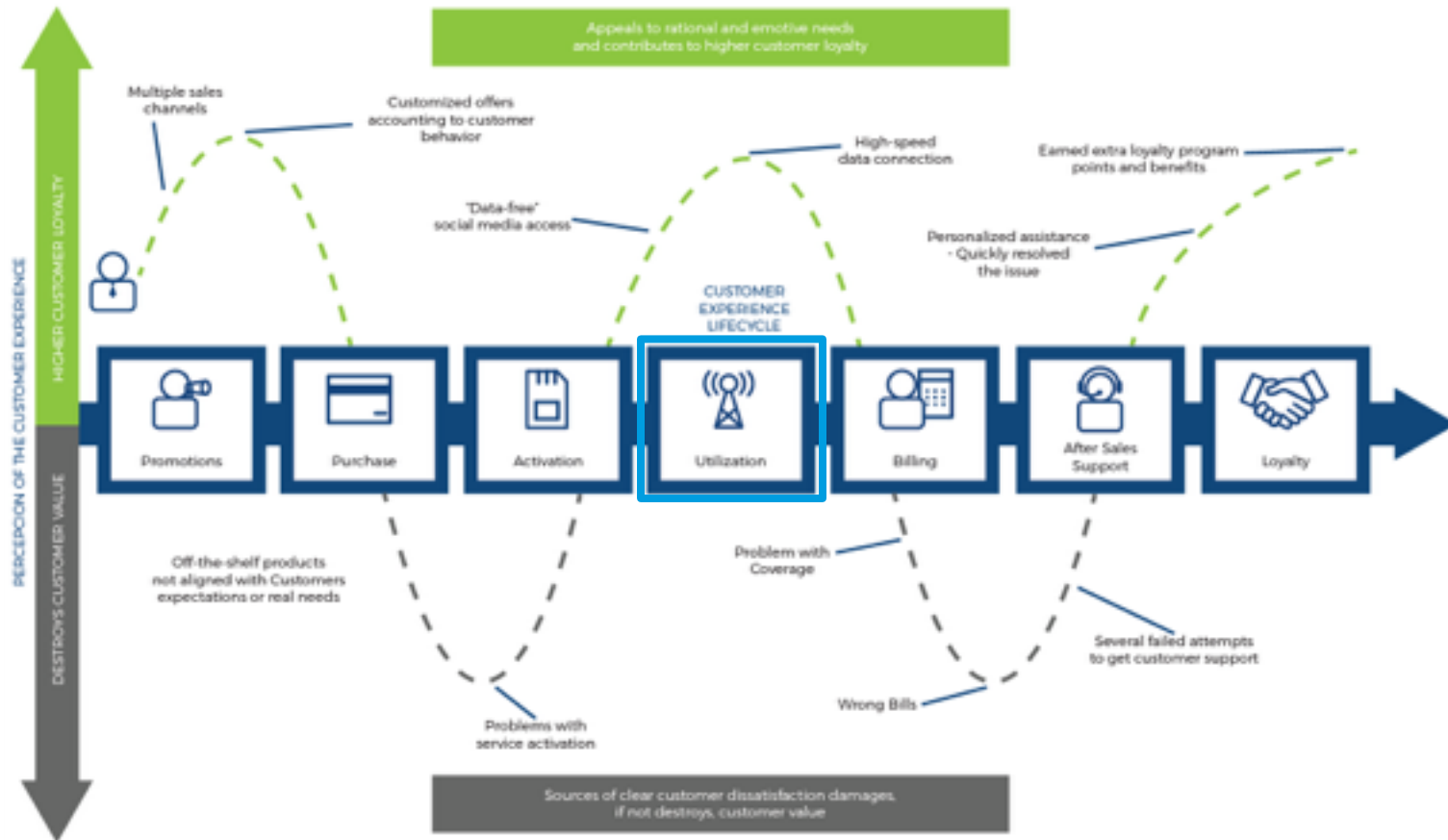
# INTEGRATED ASSURANCE & ANALYTICS

All levels of assurance available in the same platform:

- 1. Customer-focused perspective**  
*Key stakeholder: Business, Engineering*  
*Teams: Customer Experience Teams, Service Operation Centers*
- 2. Product-focused perspective**  
*Key stakeholder: Business, Engineering*  
*Teams: Product Management Teams, Service Operation Centers*
- 3. Service-focused perspective**  
*Key stakeholder: Engineering*  
*Teams: Service Operations Centre*
- 4. Resource-focused perspective**  
*Key stakeholders: Engineering*  
*Teams: Network Operations Centre*
- 5. Integration with data sources**  
*Key stakeholders: Engineering, IT*  
*Teams: OSS, IT*



# CUSTOMER EXPERIENCE JOURNEY



# INTEGRATED ASSURANCE - CUSTOMER JOURNEY

## Customer Perspective



## Product Perspective



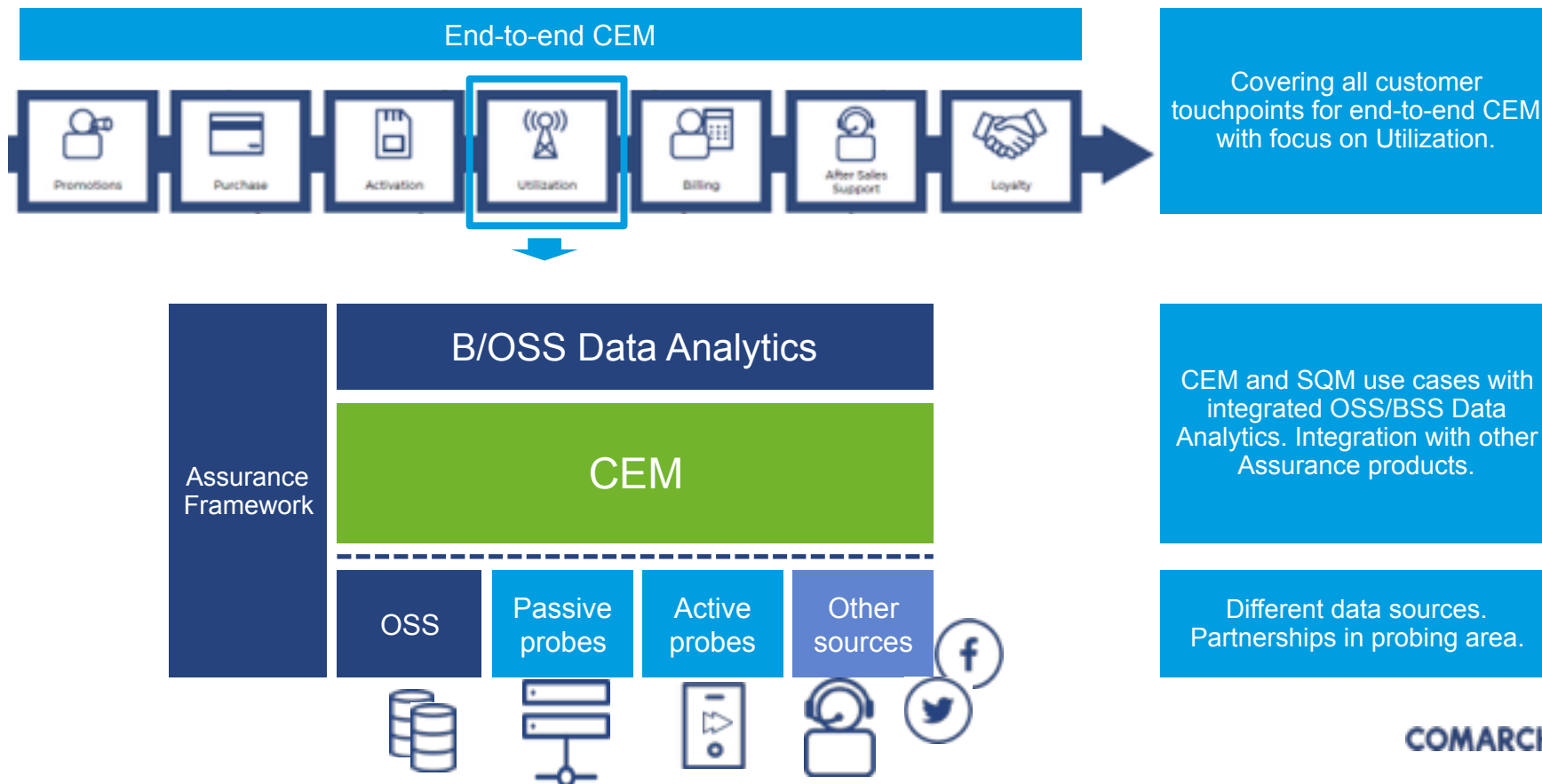
## Service Perspective



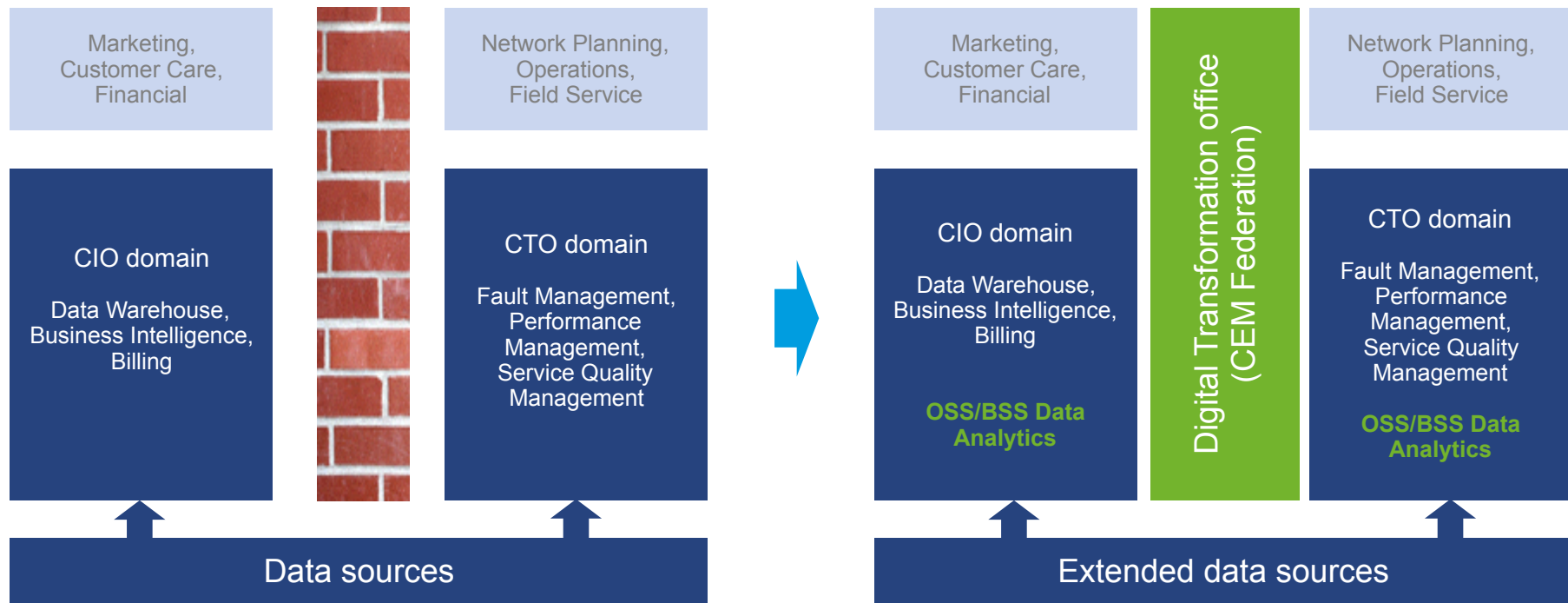
## Resource Perspective



# CEM APPROACH



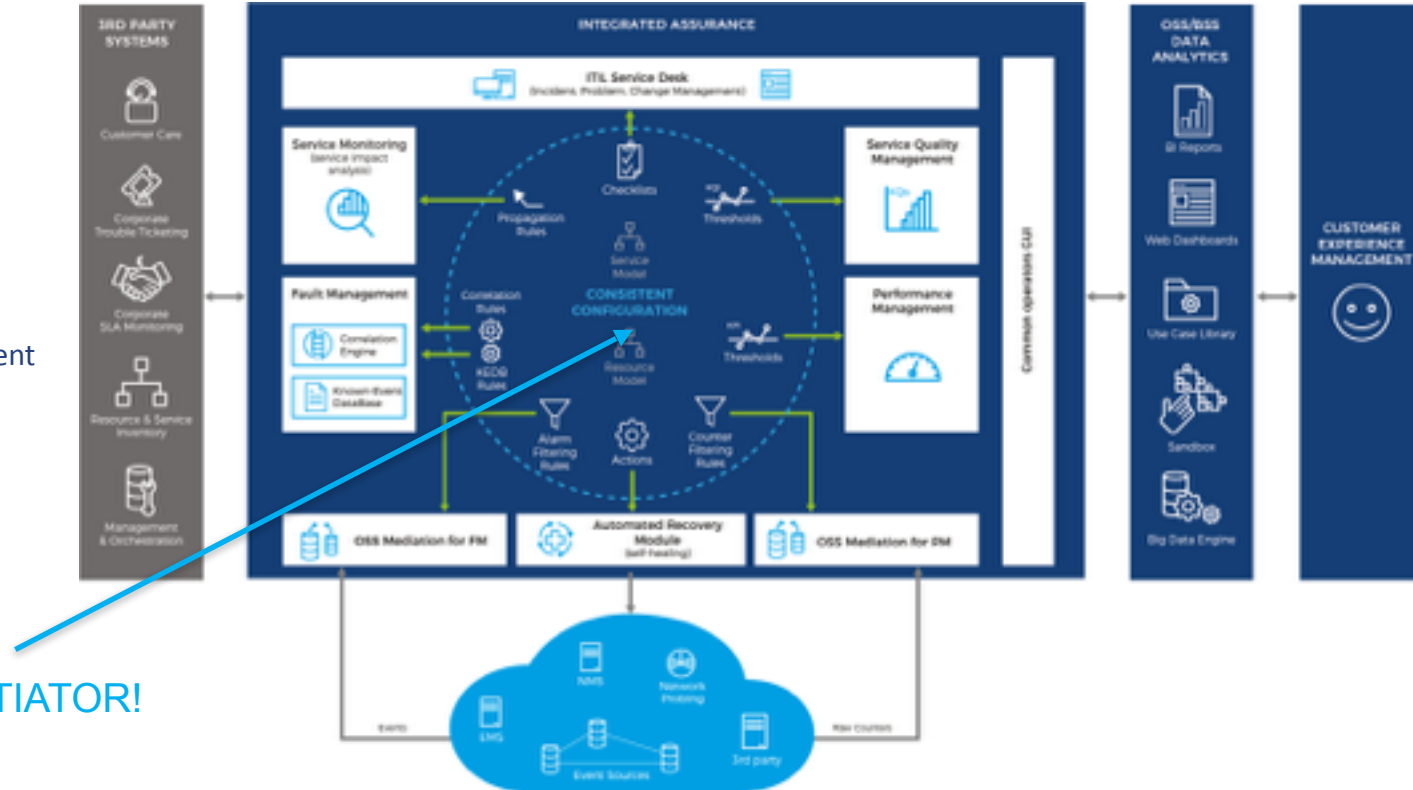
# DIFFERENT SOURCES OF INFORMATION: CEM FEDERATION



# CONSISTENT CONFIGURATION - A FIRST STEP TOWARDS POLICY MANAGEMENT

## Consistent configuration

- data filtering
- root-cause analysis
- impact-analysis
- KPI/KQI/CEI monitoring
- incident/problem management
- self-healing
- data analytics
- more





# BUSINESS BENEFITS

1

## INCREASED REVENUE

- Higher customer satisfaction and lower churn
- New revenue streams – data monetisation
- Better revenue protection – higher service availability
- Brand value boost:  
***„This operator is the first who cares!”***

2

## OPEX SAVINGS

- Customer Support increased efficiency
- Decreased workload and higher efficiency in Operations
- Workforce optimisation (eg. Field Engineers)
- Increased employee satisfaction
- New sources of corporate collaboration

3

## CAPEX SAVINGS

- Network development optimisation
- Lower investments in inhouse/tailored Customer Support systems
- Lower investments in inhouse/tailored systems for Operations

4

## BUSINESS DEVELOPMENT

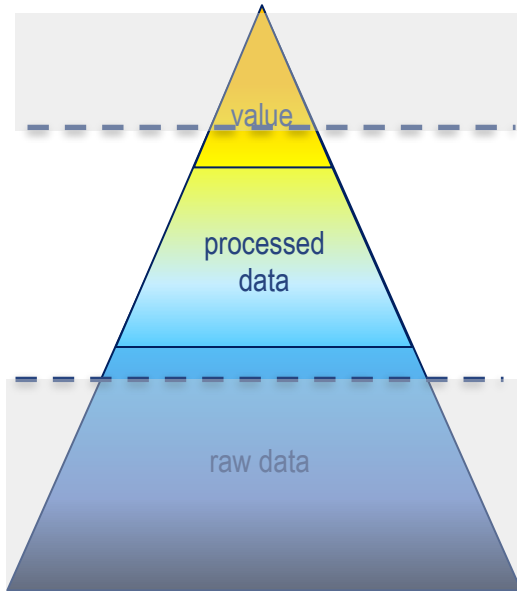
- Analytical capabilities for new use cases and business insights
- Development of Internet of Things readiness & competences
- Development of Self-Organizing Networks & competences



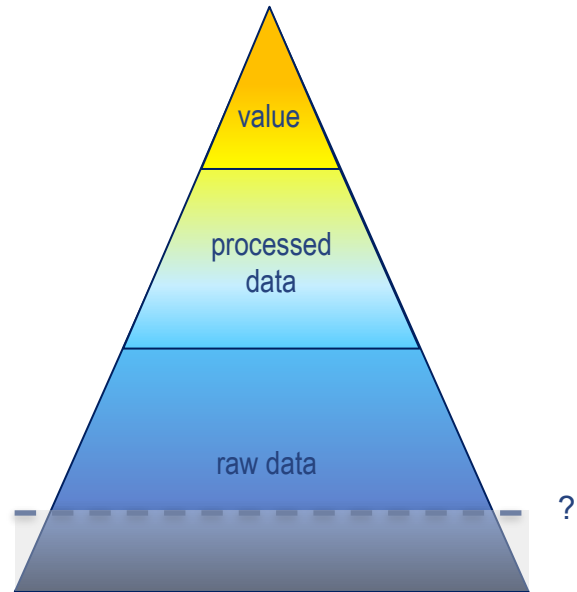
# OSS/BSS DATA ANALYTICS

# HOW BIG DATA TRANSFORMS CUSTOMER EXPERIENCE?

CEM  
**without**  
OSS/BSS Data Analytics



CEM  
**with**  
OSS/BSS Data Analytics



# JOINT CUSTOMER EXPERIENCE JOURNEY

## STEP 1

### CEM Data Analytics Platform

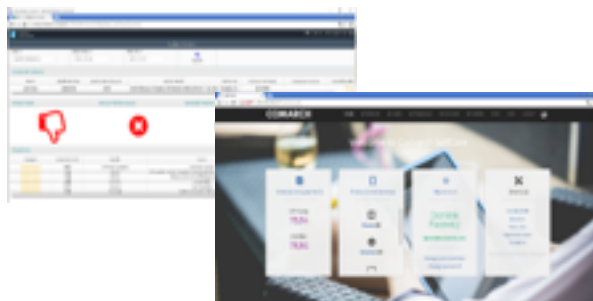
- Integration with **initial set of data sources** e.g. signalling probes
- Support for selected **high ROI use cases** e.g. Roaming Monitoring, VIP Monitoring



## STEP 2

### Extension of use cases

- Integration with a **broader set of data sources** (probing system; other OSS systems e.g. SQM, PM; other BSS systems e.g. CRM, Customer Care)
- **Dedicated dashboards** for Customer Care, Self-Care, Network Operations, Network Planning) – Comarch BI or 3rd party

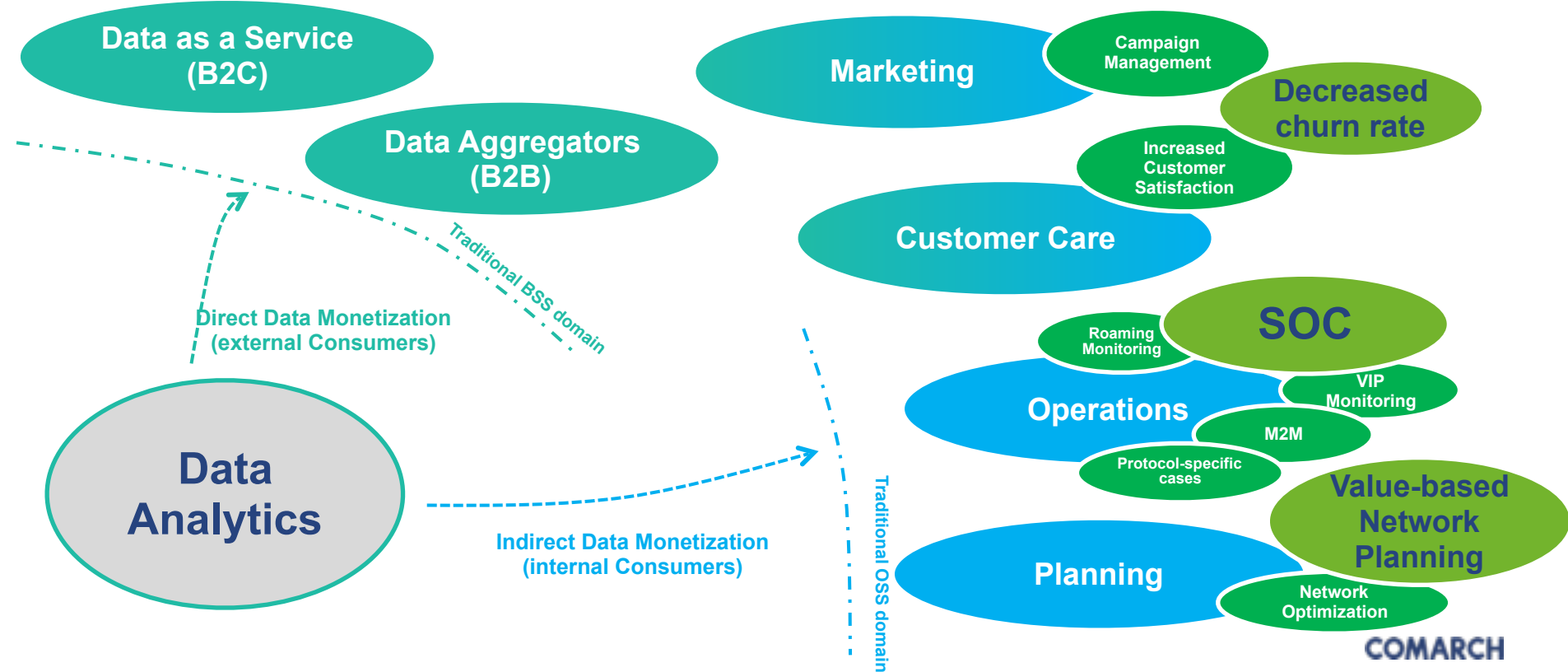


## STEP 3

### Beyond the horizon ...

- Integration of the platform with other solutions e.g. Loyalty Platforms
- Support for IoT
- Support for the whole new business ecosystem e.g. eHealth, Smart-Cities

# DATA ANALYTICS & DIFFERENT CONSUMERS



## OSS/BSS DATA ANALYTICS APPLICATIONS

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- ✓ OSS/BSS Data Analytics for **Customer Experience Management**
- ✓ OSS/BSS Data Analytics for Fault Management (**Statistical Correlations**)
- ✓ OSS/BSS Data Analytics for **SDN/NFV Assurance** (Preventive Maintenance)
- ✓ OSS/BSS Data Analytics for SON (**Self-Optimizing Network**) – jointly with BU OSS



## WHAT TO LOOK FOR



Broad integration capabilities  
(data sources)



Actionable analytics for external systems



Consistent prioritization of actions



Part of IA&A Analytics product line



Statistical correlations, machine-learning



Embedded telecommunications expertise



Pre-integrated ITIL Service Desk



Years of experience in OSS transformation  
projects

# BEYOND THE HORIZON

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# BEYOND THE HORIZON



## Q&A Session



# COMARCH

Victoria Escudero  
[victoria\\_escudero@comarch.com](mailto:victoria_escudero@comarch.com)  
+56 9 4207 2574  
[www.comarch.com](http://www.comarch.com)

