

Customer Experience Management (CEM) Control Center

Decision analytics for monitoring and measuring customer experience

Business Proposition

The CEM Control Center Catalyst:

- Demonstrates how a CSP can maximize the benefits of **customer experience investments** to achieve goals involving revenue, costs, and customer retention
- Demonstrates how departments responsible for decision making and operational monitoring can be **aligned in a principled way through KPIs** that represent key decision assumptions
- Allows a CSP to manage complexity by **visualizing the interactions** between tangible and intangible factors such as revenues, brand, investments, and decision outcomes by simulating existing business parameters and metrics
- Demonstrates a systematic approach to agile strategic and operational management, where the **need to reconsider a decision** is triggered by changes in operational KPIs
- Applies the CEM Control Center concept to **illustrate two use cases** that are high on CSP's agendas:
 - Shepherding successful products for **enterprise customers from concept to cash**; and
 - Enhancing management of **consumer mobile broadband SLA, product and service offerings**

Catalyst Team



To remain competitive while reducing costs and raising revenues, service providers are looking to a more systematic approach to product management; one in which customer experience is top priority. In addition, this approach must balance and measure a large number of decisions around price, investment in processes, competition, markets, and sales investment, among many others.

The customer experience side of this equation is particularly difficult: CSPs realize that focusing exclusively on financial measures does not allow them to compete effectively. Accounting for customer experience in an already complex product management process is no longer an option; fine-tuned management at multiple touchpoints is now mandatory.

The CEM Control Center Catalyst demonstrates agile strategic and operational customer experience management. It also shows more broadly how customer experience can be integrated into existing processes and multiple decisions throughout a telecommunications organization.

Although the focus of this catalyst is on product management, the decision engineering and operational monitoring architecture demonstrated here applies across many telco processes. Focusing on new product and bundle decisions, it shows how service providers balance investment choices among complex competitive and complementary alternatives.

Decision Design

- Like automobile design
- Key competency: Being able to understand how metrics of interest will respond to the changes brought about by the decision
- Key competencies
 - Understanding the role of customer experience in this cause-and-effect flow
 - Using judgment where data is missing

Operational Monitoring

- Like monitoring a working car
- Key competencies
 - Detecting problems accurately and quickly
 - Diagnosis
 - Knowing when to reconsider and adjust aspects of the decision

"We see mobile broadband as a main service in Vodafone's portfolio. Advanced modeling and measurement of customer experience with mobile broadband services lays the basis to improve our product offerings in this area with the clear goal of optimizing customer value, reducing churn and improving customer loyalty."

- Karl Wilhelm Siebert, Director, Regional Networks & Operations Branch West, Vodafone

Demonstration Scenario 1 Ideating successful products for mid-markets from concept to cash

A CSP wishes to launch a new product line. It considers the impact of various decisions (price, investment in sales training, etc.) on its goals (customer experience, brand, different margin measures at different points in time). The CSP implements a set of decisions, and monitors the product launch based on key decision assumptions, so that it knows when to reconsider pricing, marketing targets, and other decisions.



Demonstration Scenario 2 Mobile Broadband Product Analytics

Service providers offer thousands of different products and services based upon mobile broadband platforms. However, for a CSP to select the features that provide the greatest value to itself and to its customers is a complex problem, involving choices around QoS, bandwidth, price, and other factors. This scenario shows how service providers can use a deep understanding of customers' usage behaviour, service expertise, price tolerance, and other data to support profitability.



Catalyst Team

Service Provider Champion / Vodafone

Vodafone is the world's leading international mobile communications group with approximately 333 million proportionate customers as at 31 December 2009. Vodafone currently has equity interests in 31 countries across five continents and around 40 partner networks worldwide. For more information on Vodafone, please visit www.vodafone.com

Data Collection and Storage / Netezza Corporation

Netezza Corporation (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries. For more information about Netezza, please visit www.netezza.com.

Mobile Broadband Customer Experience / Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of telecommunications services. With its focus on innovation and sustainability, the company provides a complete portfolio of mobile, fixed and converged network technology, as well as professional services including consultancy and systems integration, deployment, maintenance and managed services. It is one of the largest telecommunications hardware, software and professional services companies in the world. Operating in 150 countries, its headquarters are in Espoo, Finland. For more information about Nokia Siemens Networks, please visit www.nokiasiemensnetworks.com

Business Process Definitions / N-Pulse

N-pulse AG offers independent, trusted and high quality consulting services to the communications industry. We specialise in bridging the business drivers with solutions for Information Technology and New Value-Added Services. We deliver services in the areas of Strategic Management Consulting, Operational Business Consulting, Technology Consulting as well as Training and Coaching. Focusing on Business Intelligence Analytics N-Pulse has gathered knowledge about the important KPIs through experience through hundreds of projects and thus leverages the technology to the real needs of the Operator. For more information about N-Pulse, please visit www.n-pulse.de

Decision Engineering / Quantellia

Quantellia is the global leader providing decision engineering software and services. Its World Modeler™ solution is offered to industry, governments, and other public organizations. Today's decision makers face a deluge of data, although it is often incomplete and its accuracy unknown. Successful decisions require human judgment, collaboration, and systematic approaches to managing risk and uncertainty. Quantellia's vision is to provide processes and associated visually compelling tools (including 3D "worlds") that combine these factors, dramatically improving decision outcomes, worldwide. For more information about Quantellia, please visit www.quantellia.com

Operational Analytics / Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization and Service Agility - thereby enabling them to better operational efficiency to deliver enhanced service experiences to subscribers. The company pioneered the concept of a Revenue Operations Center (ROC) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. For more information about Subex, please visit www.subexworld.com