

Automated care solves technical problems at the first call

Nothing shows you care like solving your customers' problems straight away. The Customer Care Automation solution from Nokia Siemens Networks empowers call center operators to solve technical problems first time, and prevents technical staff being drawn in to deal with routine customer enquiries.

"The solution is very simple and flexible, easy-to-manage and very stable, and we have not had any problems since it was launched. Immediately after the solution's deployment, call center agents could start using it without any prior training.

A European CSP

Customer care may not be what attracts new users to a communications service provider (CSP) in the first place, but it plays an essential role in keeping them happy and reducing churn. Part of excellent customer care is about providing top-notch training for front-line customer service representatives (CSRs), but this doesn't usually include training non-technical personnel to resolve the 15% of complaints that typically arise from technical problems in the service or network.

The consequence is that the customer often experiences long waiting times, the hassle of running through long check lists with the CSR and often not getting the service problem resolved. This leads to frustration for customers and customer care personnel alike, who then pass technical complaints to technical support staff, leading to further delays for customers and added costs for CSPs.

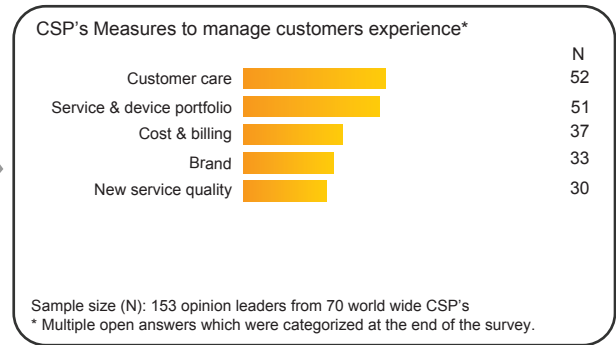
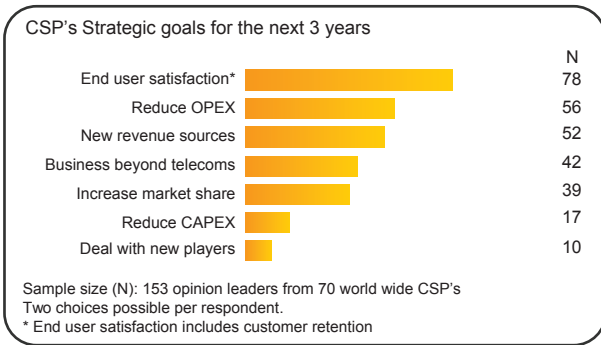
Our automated solution changes all that.

Rather than slowing down the care process by making the call center CSR wade through lots of extra information, Customer Care Automation offers genuine, one-click problem resolution. The system works "behind the scenes" to correlate technical data from across the provider's systems and deliver a firm diagnosis and solution to the problem via a simple, one-screen interface.

All the intelligence and complexity behind this process is hidden from both the customer and the CSR, leading to fast, effective problem resolution, without the need to provide non-technical personnel with specialist training.

Excel in customer experience and boost operational efficiency

One European CSP has already applied the solution successfully to reduce the number of calls being escalated to second and third-level technical personnel from 56% to 20%. And for those calls that still need to be passed on to technical support, the improved information supplied by the automated system has cut the resolution time in half. More generally, Customer Care Automation enables CSPs to escalate 35% fewer complaints, while the time taken to deal with each one drops by 30% on average.



Source: Nokia Siemens Networks Business Needs Analysis, August 2009

These results are good news for customers on the lookout for the best possible communications experience. They are also good news for CSPs looking to boost efficiency.

For example, in the case of a Voicemail problem, the system takes just 30 seconds to run 30 separate tests with the potential to spot any one of 95 different root cause problems. Speeding things up in this way enables the same number of front-line CSRs to deal with significantly more complaints. And because fewer queries pass back to second-tier technical support, it also reduces the time that highly trained technicians spend carrying out routine tests.

Better still, the automated system even speeds up the time taken to solve technical problems that lie beyond its scope. The information gathered by the system is all passed on to the technical personnel, which significantly cuts the time it takes them to zero in on what's wrong. This frees people up to focus on optimizing the CSP's network and services, rather than fire fighting in the face of customer complaints.

The potential rewards are truly impressive. Some CSPs have reported return on investment of just a few months. But Customer Care Automation will become even more important as CSPs introduce more numerous and more complex services in the future.

How it works

The key to the system is the easy-to-configure work flow engine, which sits behind the deceptively simple user interface. It automatically runs tests across diverse systems such as the HLR, traffic management systems, charging and billing, CRM and BSS in an effort to locate and define each problem.

Most CSP technical support personnel will already have manual procedures in place to carry out many of these routine tests, and the automated system can be customized to work in the same way. In other words, if the CSP likes the way it does things already, it needn't change its procedures. The automated system can simply do it all much faster.

The solution is integrated with data sources that provide information about the service experienced by the calling subscriber. This typically includes billing and charging data, service history, end-to-end service quality, and subscription data. The data sources can be from both Nokia Siemens Networks' and other vendors' systems.

Customer Care Automation focuses exclusively on solving technical problems, which account for around 15% of complaints. This means it will typically be integrated in the CSP's existing CRM graphical user interface (GUI) and simplify the troubleshooting tool landscape by offering a one-click, one-screen resolution.

"This solution is the future of customer service tools and when developed further, it will become a product that call centers the world over will fight for. In the current climate, companies need to save on customer service/support costs without losing customer satisfaction and the solution addresses this well."

"Customer care isn't the reason why people come to us in the first place – but it's a reason why people would leave, if you don't get it right."

A European CSP