

# Customer Care solution



## The second largest reason for customer dissatisfaction worldwide

More than ever before, Communications Service Providers (CSPs) today are under pressure to reduce their operational expenditure. To stay profitable and differentiate themselves against the competition, CSPs launch increasingly complex products and services to the market. This increases the pressure on customer service and support centers. As a result, maintaining high levels of customer service is getting more complicated and expensive. Cutting down on customer service is not an option in a highly competitive market where one of the few real differentiators is the customer experience. According to Nokia Siemens Networks Acquisition and Retention study, 2009, customer care is one of the top reasons for customer dissatisfaction and churn worldwide.

One European service provider saw its problem calls related to SMS drop from 60 per week to just one, having improved the effectiveness of first line support with the introduction of our Customer Care solution.

"With NetAct Traffica for Customer Care, we solve 98% of the problems during the first call"

**Vesa Suomalainen**  
Head of Customer Care Department  
Elisa

## Improving customer satisfaction and cutting costs

### Key drivers

- **Efficiency** - operation departments need to focus on their core activity: operating the network
- **Lower costs** - more efficient customer care decreases the costs for customer support
- **Customer experience** - giving customers the right support improves overall customer satisfaction
- **Brand loyalty** - increased customer satisfaction leads to loyal customers



## **Handle the same amount of calls with 20% less staff**

### **Key benefits**

- Improves customer service, reduces churn and cuts operational costs
- Maximizes the efficiency of customer care processes
- Provides front line staff (call center and shop personnel) with all the information required to solve customer complaints during the first call or on the spot. It does this by taking what the network already knows about the customer (for example device settings are incorrect, prepaid balance is too low, the last six calls have been dropped) and then makes that information available to call center staff in non-technical language
- Information provided includes real time customer data on subscriptions, service quality, service failures and usage, billing, balances, handsets, devices, the problem in question and any related advice
- Allows efficient data sharing across customer care and operations organizations
- Automates device management functions and correction of service provisioning issues
- Provides self-care and proactive care options to reduce call center workload

## **Solving problems at the first attempt, in just a few seconds**

### **Our Customer Care solution:**

- Allows CSPs to know about faults and correct them, even before a customer calls
- Increases customer satisfaction and reduces churn
- Improves first call fix ratio
- Decreases volume of calls received by call center via self-care options

## **2,500 experts worldwide**

### **Nokia Siemens Networks is uniquely qualified to help CSPs improve customer care with:**

- A proven carrier-class multi-vendor solution
- Reliable and professional integration and care services, available locally with access to a unique worldwide competence pool of over 2,500 experts
- The combination of the right expertise, capabilities and experience to ensure real business success

**To find out more visit [www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)**