

The Continual Evolution of CEM to the Experience Management Control Continuum

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In the highly-competitive mobile and fixed-line telecommunications space, providing a differentiated customer experience is critical to reducing costs and churn, and to increasing top-line revenues. Customer experience is not a unified concept; it is a combination of customer behaviors, expectations, and lifestyles. However, many organizations still lack the requisite visibility to collect all the information needed to ensure delivery of a top-notch customer experience.



Continuous technology changes and initiatives like Voice over LTE (VoLTE), Real Time Gaming, Virtual Reality, Network Functions Virtualization (NFV), the Internet of Things (IoT), and 5G are attracting more customers, giving rise to new applications, and generating new businesses opportunities. At the same time, service providers are also under pressure to contain CAPEX and OPEX spend. It is time for service providers to evolve their Customer Experience Management (CEM) strategies to include solutions that can provide a holistic view of the customer, and enable accelerated deployment network and technology changes together with new revenue-producing initiatives.

In the modern view of CEM, the concept of “best in class” links to a specific customer profile and cannot be applied to a generic group of subscribers. Service providers need to start considering each customer as a unique person with a combination of specific and common expectations. In other words, adopt the concept that each individual customer counts, and that the service provider knows each and every one of its customers.

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The key to making this successful transition will be the ability to deliver a complete 360-degree, or “holistic” view of the service provider’s business. This goes beyond simple network performance to also include services, location, and devices. Once implemented, the concept can also be applied to the customer experience domain, providing the ability to determine the relationships among multiple entities and dimensions, rather than merely reporting on each dimension individually.

Service providers in the service assurance, content delivery, and application segments, now require solutions capable of providing greater levels of visibility into the relationships among customer needs, behaviors, apps, mobility, services, terminals, and quality of experience through time and space—and Empirix has been at the forefront of this evolution. Equipped with such knowledge and expertise, service providers can be empowered to continuously adapt their

networks and services to match exactly what each individual customer wants in that specific place and at that exact time.

The goal is simple: understand and measure each customer, provide what they ask and pay for, and, finally, predict what the next revenue flow will be. This objective will be even more critical with IoT and inclusion of Machine to Machine (M2M) and Machine to Human/Human to Machine (M2H/H2M) interactions. Without a comprehensive and unified understanding of the links connecting time, space (location), applications, customer behaviors and expectations (profile), service providers will not be in a position to take on the huge opportunity (and challenges) represented by the move to IoT.

Service providers require a unified data collection, mediation and analytics platform that is capable of collecting the vast amounts of network traffic data, and correlating and enriching it with relevant third-party data streams (like CRM, billing, etc.) to provide the knowledge and wisdom to take the appropriate actions. It all starts with ensuring that the appropriate information about the individual customer interactions is collected. Empirix refers to this approach as **W⁴H²**—When, Where, What, Why, How and How—as it includes information related the following:

Time:

When does the interaction take place?

Space:

Where exactly does this interaction take place? This could include roaming as well.

Application:

What application or service is the customer actually using?

Communication:

Why is this interaction occurring?

Human behavior:

How is the customer using the device or service?

Expectation:

How does the customer perceive the interaction?

It is the combination of these elements and a powerful analytics engine that gives service providers a unique new solution that provides a real-time view of each individual and valuable customer, in order to distinguish the value of service they perceive on an individual level.

With the Empirix CEA Platform, service providers will finally have a 360-degree view of each individual customer's end-to-end (E2E) communication and business flows, consolidated into a single interdependent ecosystem.

Leveraging the ability to collect customer experience information for an entire customer base at an individual or group level (enterprise, prepaid, high value, etc.) provides additional benefits, including more efficient customer support and faster problem resolution and opportunities for specific marketing activities.

For customer support, consider that, typically, the vast majority of customer issues have to be resolved by Tier-2 or Tier-3 network engineering and operations teams, and problem resolution may require two or more phone calls with the customer. As the volume of issues increases due to the surge of available data services and growing numbers of actual users, this type of service model becomes unsustainable. Deploying a customer experience analytics solution within the customer care/technical support environment allows Tier-1 staff to troubleshoot basic customer problems, resulting in dramatically fewer customer issues escalated to more expensive Tier-2 and Tier-3 resources. Commonly known as "shifting left" within the service provider space, this practice reduces operating expenses while increasing customer satisfaction by resolving problems faster. In

a highly-competitive market, servicing customers more efficiently and cost effectively will allow service providers to boost profitability.

For marketing activities, the information generated in the **W⁴H²** model will enable marketing and product management teams to deliver the right offer at the right time and place. Having additional information pertaining to **W⁴H²** can help ensure that only relevant and useful opportunities are presented to individual customers. Understanding customer experience and behaviors will be the key to providing additional revenue streams for the service provider. Take, for example, the ability to provide location- based services: Understanding customer traffic flows on a part of town could be very useful information to a company looking to open a new business. Service providers can leverage anonymized data to create new revenue streams and work with local businesses to provide targeted offers.

The key message for service providers is this: if you want to remain competitive, now is the time to transition from your existing customer experience solutions to a more highly-evolved Experience Management Control Continuum (EMCC) that will provide your organization with the ability to understand and anticipate your customers' needs. This will, in turn, enable increased operational efficiencies, improve customer satisfaction, and expose additional revenue streams.