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TRENDING NEWS

Dell and Ericsson to Accelerate Telecom Cloud Transformation

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Northern Data Group and VAST Data Partner to Deliver AI Cloud

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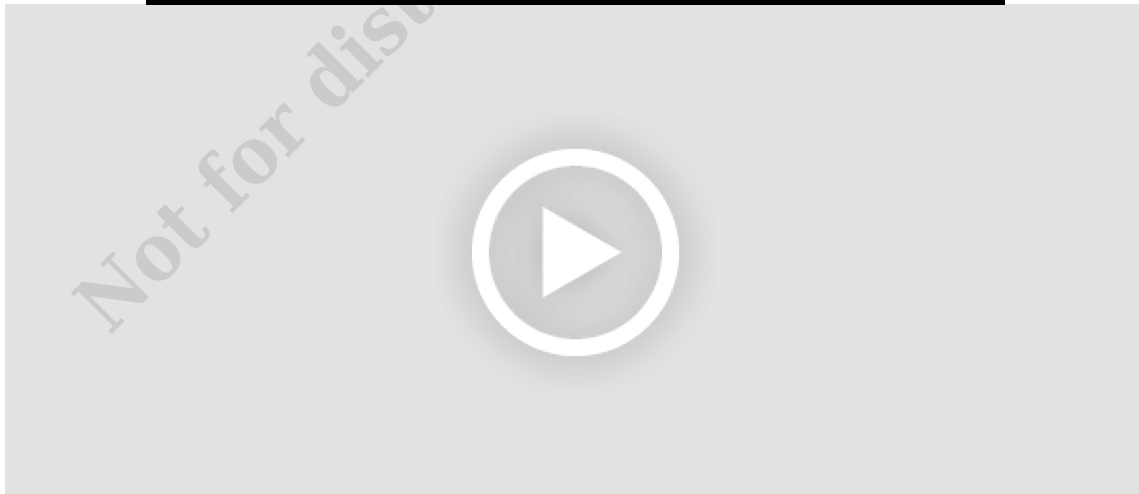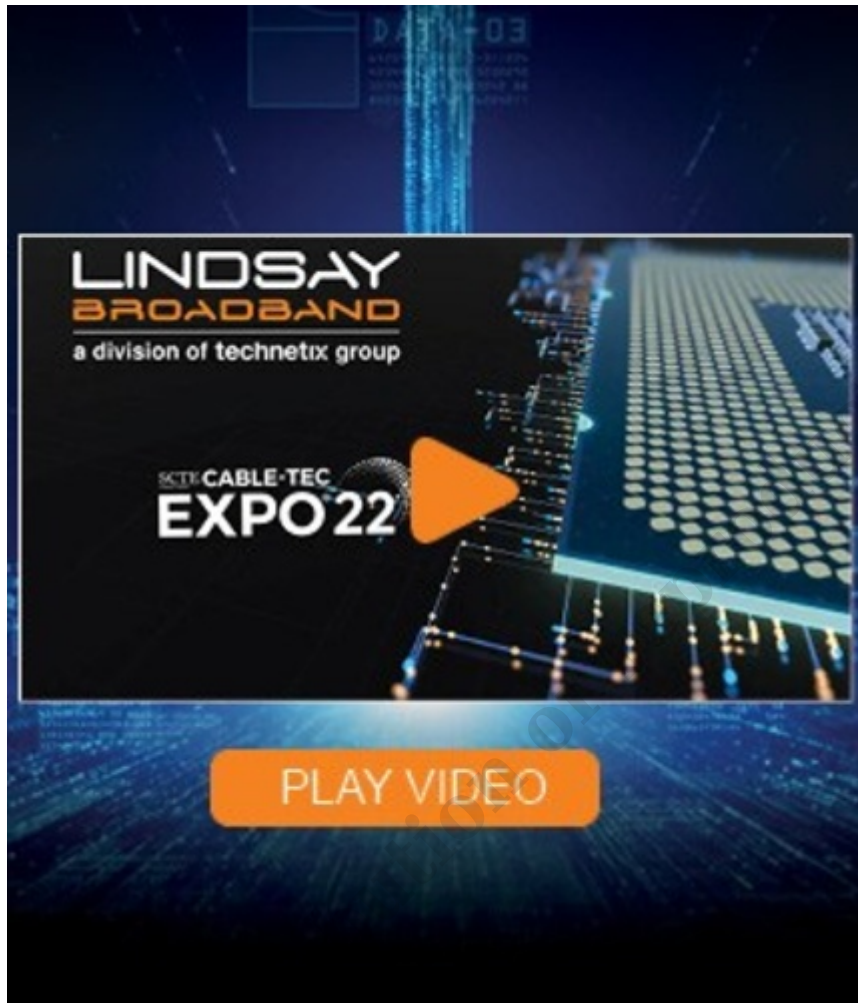
End-to-End Solutions for Broadband Networks

In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.
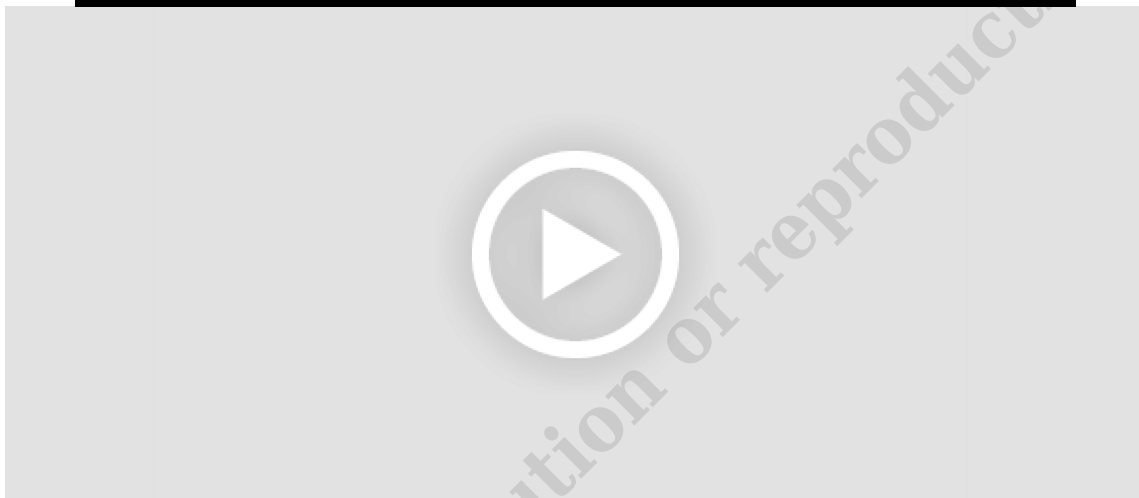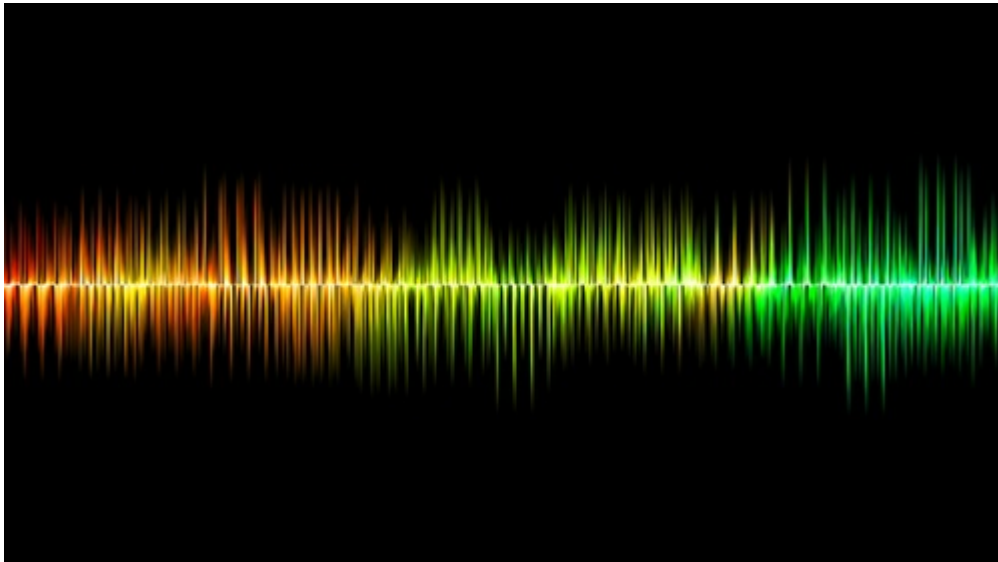
Predicting Colonial Pipeline: Mitigating Risk and Compliance

Mitigating risk and compliance for lawful intercept using lawful intelligence is explored in this Pipeline article feature SS8. Learn how CSPs can comply with lawful intercept regulation, while empowering law information with critical, real-time data.
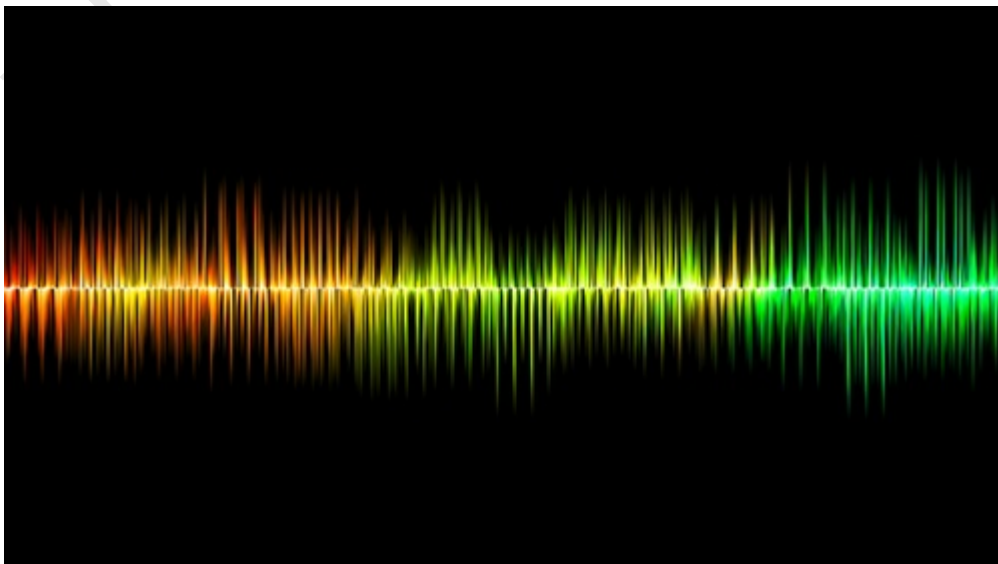
Podcast: The Evolution to 6G

The world's eyes are already looking forward to the potential of 6G. Demands resulting from innovative use cases, for instance specific requirements from different industries and other user groups, as well as overarching goals like sustainability, are driving the standardization and development of mobile technologies.

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The Industry's Top Thought Leaders

The Network Transformation Imperative

A Dynamic Panel Discussion Featuring
The Industry's Top Thought Leaders

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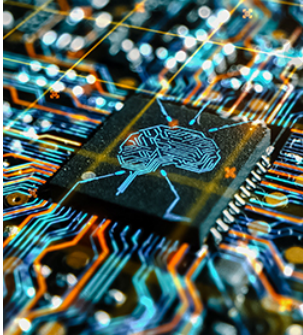
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Performance Management Framework for Mobile Workforce Management and Field Service

Using Metrics and Analysis for Continuous Improvement

Balancing Customer Satisfaction & Efficiency ● Enabling Continuous Improvement & Differentiation

Missed Appointment Analysis

GOCare vs Non-GOCare Subscribers

Reduced likelihood GOCare Sub misses Appt ▬ Non-GOCare APPT Missed % ▬ GOCare APPT Missed %
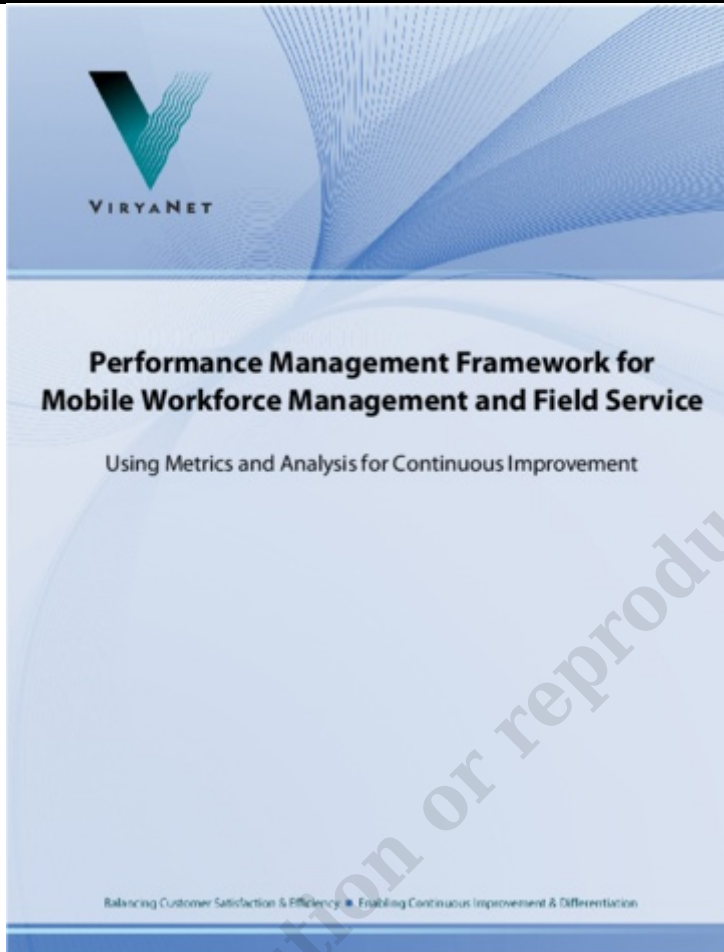
When possible, it makes sense to compare the behavior of a customer opted in to GOCare vs customers that are NOT opted in to GOCare. Prior to the GOCare deployment, this operator averaged roughly 6% -8% of subscriber appointments as "no access". AFTER the GOCare deployment, GOCare subscribers were routinely below 2% of subscriber appointments as "no access" or 70% fewer missed appointments for GOCare subscribers. As the opt-in rate increased, GOCare was successful in dramatically reducing the overall missed appointment rate. At an estimated $150 cost per truck roll, the savings in missed appointments more than covered the cost of the GOCare offering.

Potential OpEx Impact:

Missed Appointment Analysis: Calculate an estimated 8% missed appointment KPI monthly, multiplied by an assumed $150/truck roll. A 70% reduction in missed appointments represents an EBITDA improvement of significant revenue annually.

In addition to the savings of OpEx, assuming the "no access" improvement applies equally to new installs, the improved completion ratio will *accelerate revenues* at improved margins.

Cellular One of Northeast Arizona Selects Info Directions'
Billing, CRM and Point of Sale Solution

Integrated OSS/BSS/POS solution to help facilities-based wireless provider improve operations and enhance service value throughout its customer support and retail units
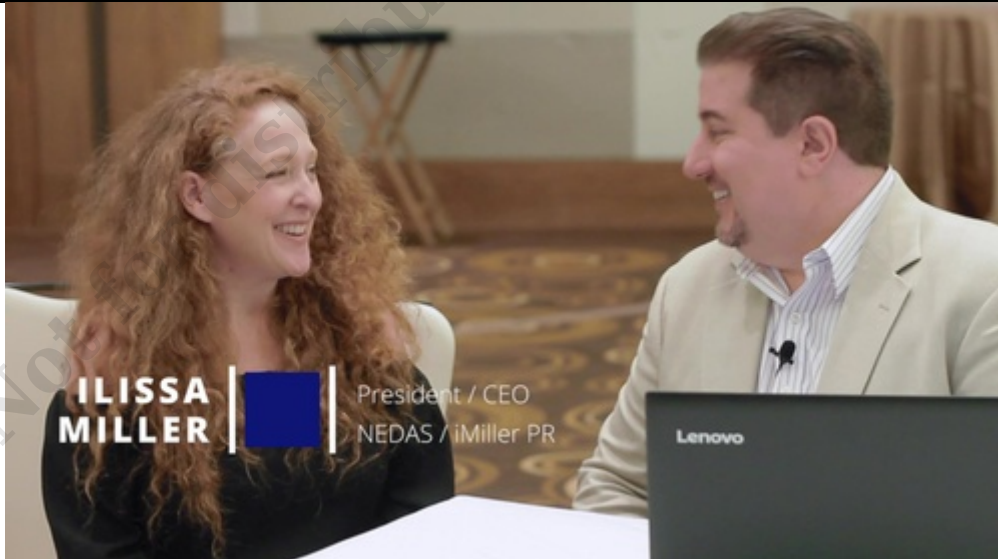
LAS VEGAS, CTIA WIRELESS (April 1, 2009) — Info Directions, Inc. (booth #5706), leading developer of net-centric billing, rating, order management, workflow and selling solutions for the telecommunications industry, is pleased to announce that mobile service provider Smith Bagley, Inc., dba Cellular One of Northeast Arizona has selected its CostGuard® OSS/BSS software application and Lexys Point of Sale module. Smith Bagley, Inc. will use the company's line of software solutions in the Info Directions ASP to manage rating, billing, CRM and retail operations for its growing subscriber base.

Smith Bagley, Inc. dba Cellular One of Northeast Arizona is a rural cellular communications company that provides voice and data service over a GSM network in northeast Arizona, southern Utah, and northwest New Mexico. Providing service since 1990, Smith Bagley, Inc. is committed to offering its more than 60,000 subscribers the latest in phones, accessories, content and services for mobile communications.

With the implementation of the CostGuard OSS/BSS and fully integrated Lexys Point of Sale module, Smith Bagley, Inc. will have the ability to secure a single view of customer activities and purchases from both its headquarters location and throughout its network of more than 20 retail locations. The company will leverage the shared CostGuard and Lexys Product Catalog to streamline the launch of new products and services and create upselling and cross-selling opportunities using CostGuard's patent-pending Guided Assignment feature.

"We look forward to using CostGuard to further our mission of providing our customers with cutting edge products and services – from handsets to laptop aircards and everything in between. Having an integrated billing, CRM and point of sale solution gives us the infrastructure needed to improve our operations and respond quickly to the evolving demands of our subscriber base," said Melissa Covington, Director of Technical Operations of Smith Bagley, Inc. "We are pleased to find a partner like Info Directions that is committed to serving the rural wireless market. We anticipate building a long and mutually beneficial partnership with Info Directions."
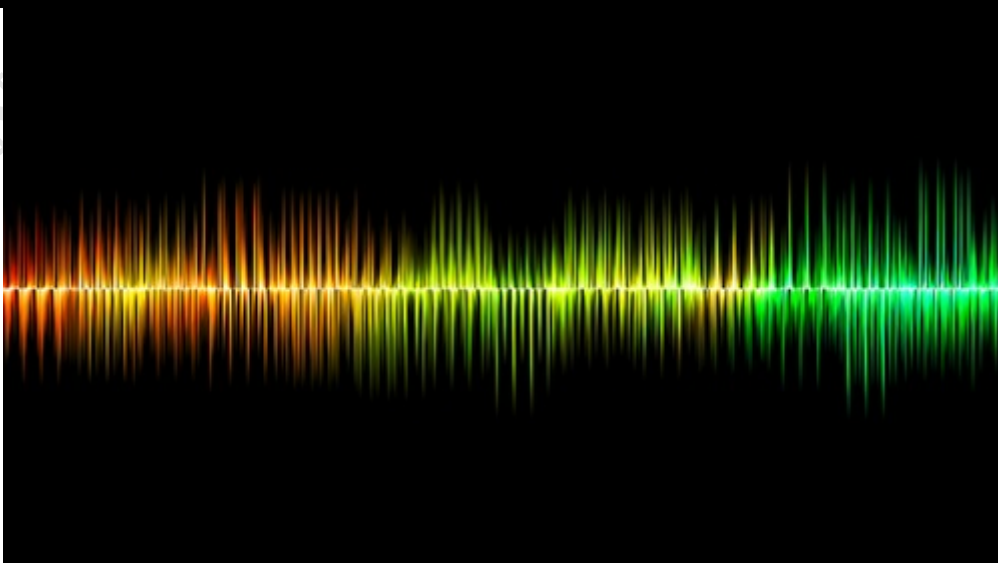
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President / CEO
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CHR Solutions

Omnia360™ Product Bulletin

A dynamic, pre-integrated billing and CRM solution that brings together your entire business ecosystem.

Omnia360 transcends traditional billing platforms with a complete 'out-of-the-box,' pre-integrated customer relationship management and billing solution. Available as a fully-hosted cloud-based solution or onsite license subscription, our next-generation solution empowers communications service providers (CSPs) with a client-centric model for service differentiation and rapid deployment of new services, especially within the Enterprise space.

Leveraging Microsoft Dynamics® CRM, Omnia360 best-of-breed software platform delivers a comprehensive, turn-key back office solution for CSPs to monetize new untapped revenue opportunities.

Centralized Customer Management

Omnia360 provides a holistic view of your customers. Within a single screen, service providers can view all billing, accounts receivable, orders, and service details. Our solution helps drive operational efficiencies by empowering you to enforce business-specific rules, create custom fields, and even integrate third party applications with simple point-and-click customization.

Dynamic Product Catalog

Omnia360 delivers a dynamic, centralized product catalog enabling the selling and fulfillment of next-generation products and services, such as cloud services, productivity solutions, unified communications, and Voice over IP products — all while enabling traditional voice, video, and data products. This unlimited product hierarchy capability helps optimize sales accuracy while reducing the time it takes to complete the entire concept-to-cash cycle.

Powerful Business Analytics

It is critical for management to be able to monitor business performance. Omnia360 maintains a single scorecard that covers sales, marketing, and customer service. This up-to-the-minute information provides inline charts with drill-down intelligence to visually navigate data, identify trends, and uncover new insights.

Market-Leading CRM

Combine the familiar Microsoft® Office fluent user interface with powerful CRM software to maximize marketing effectiveness, win more sales, and enrich customer service interactions. Leveraging the power of Microsoft Dynamics® CRM, marketing and sales professionals are equipped with flexible segmentation tools, simplified campaign management capabilities, lead-to-cash visibility, real-time sales forecasts, and much, much more. Customer service specialists are empowered with tools that simplify case management, streamline escalations, improve knowledge sharing, and enable more effective account management, all while helping to contain service costs.

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PLATFORM
- Centralized Customer Management
- Dynamic Product Catalog
- Powerful Business Analytics
- Market-Leading CRM

MODULES
- Account Management
- Billing
- Product Catalog
- Case Management
- Order Capture & Management
- Financials
- Service Activation
- Dashboards
- Facilities Management
- Sales & Marketing
- Capital Credits

Omnia360™

- **Improve Monetization Opportunities** with a unified customer view and increased pipeline visibility
- **Simplify Business Systems** with a complete, pre-integrated back office solution
- **Elevate Customer Experience** with consistent customer interactions

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Dynamic Product Management for Communication Service
Providers (CSPs) – The Time is Now
A Stratecast Whitepaper

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for CEM, Business, and
Operational Insight

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POWER OF
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Monitoring 4G LTE and IMS
Performance at Scale
White Paper

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Customers expect organizations to be aware of their distinct preferences and to interact with them on an individual basis rather than as part of customer segments or groups. Providing each person with individualized messaging, offers, and products ensures a personalized customer experience.

Toward Superior Customer Experience: Building Blocks for Personalization

November 2022

Written by: Eren Eser, Associate Research Director, Services, IDC Türkiye

Introduction

Customers have always wanted a hassle-free experience in their interactions with brands. In the meantime, customer expectations for smooth and enjoyable experiences are constantly changing and evolving due to the ever-accelerating pace of digital technology and advances in the market. In parallel with its growing importance among customers, customer experience (CX) has become a strategic concern for businesses. According to IDC's Future Enterprise Resiliency and Spending Survey, enhancing customer experience was enterprises' top business goal globally for a five-month period (September 2021–January 2022, inclusive).

Customer experience now has significantly less friction thanks to developments in customer experience technologies across advertising, marketing, commerce, sales, customer service, and more. However, focusing purely on technological advancement without considering the human connection in CX projects hinders organizations in creating and sustaining emotional connections with customers.

Differentiating by efficiency or product is doomed to failure. The return on investment for efficiency improvements will eventually be close to zero at some time in the near future. The capacity to differentiate at the product level has been hampered by technology because every new product feature or function can easily be copied by rivals and introduced to the market. Customers now consider brand experience their key criterion for choosing which items to buy and use, since they perceive less differentiation at the product level, with products essentially identical in terms of desired features.

AT A GLANCE

KEY STATS

According to IDC research:

- Improving customer experience is a top business priority for most enterprises.
- Personalization improves engagement rates by 35–40% versus non-personalized communication.

KEY TAKEAWAYS

- Customers now view personalization as the default engagement standard.
- Organizations can differentiate themselves and achieve a long-term competitive edge by offering highly personalized customer experiences.

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