Three ways to create extraordinary customer service experiences
Nokia customers share how they are creating extraordinary customer service experiences using AI, automation and self-care to boost brand loyalty, reduce cost and gain competitive advantage.
Leverage AI and analytics
Building the business case for AI

Anticipating customer needs starts with understanding their experience, which is driving rapid growth in the application of analytics. In a 2018 Gartner survey of CIOs, 40 percent of respondents ranked their current plans for investing in AI and machine learning (ML). Despite their desire to improve customer experience, only 14 percent have already deployed AI within their organization. Another 25 percent say they will deploy AI in the next 12 to 24 months (see figure to right). These general trends are also reflected in the telco sector. Many Nokia customers are taking a conservative approach by building a business case for AI/ML through trials, while other service providers have leapt ahead and are reaping the benefits of AI already.

Many Nokia customers are taking a conservative approach to AI/ML by building a business case through trials, while others have leapt ahead and are reaping the benefits of AI already.

**What are your organization’s plans in terms of artificial intelligence?**

Percentage of respondents

- **29%** Plan to deploy in 2 to 3 years
- **14%** Have already deployed
- **23%** Will deploy in the next 12 months
- **25%** Will deploy in 12 to 24 months
- **9%** No interest

Source: Gartner, The present and future of AI, Whit Andrews, 8 July 2019

CASE STUDY

Among the companies testing out the AI opportunity, Swisscom is deploying advanced analytics capabilities to better manage the large volume of inbound calls arising from home Wi-Fi issues. They are using an AI solution to improve visibility into home-based networks and proactively provide recommendations to resolve issues. Even in early trials, Swisscom improved first-call resolution by upwards of 90 percent. Both agent and customer effort have been reduced significantly.
Improving the home network experience

Despite increasing competition, customer experience remains the area where telecom operators have opportunity to differentiate their brands. According to Analysys Mason,* telecom net promoter scores (NPS) are similar to the utilities and transportation industries where customers often have very little choice; telecom NPS scores notably lag behind web-scale companies, such as AWS and Google, who are emerging competitors and trend setters for the IT sector.

Whereas other marketing levers, such as product features and pricing, often leave little room for differentiation, customer experience is an untapped opportunity. With the advent of 5G, consumer needs and requirements will only grow in complexity. That’s why meeting and anticipating customer needs has become a fundamental requirement to maintain and increase market share.

82%

According to Salesforce, 82 percent of service leaders acknowledge that their customer service practices must continuously improve to remain competitive.

CASE STUDY
At POST Luxembourg, AI is now enabling automation and proactive troubleshooting of its broadband network. Wanting to reduce truck rolls and improve subscriber resolution times, POST Luxembourg needed to gain greater insight into the functioning of its network. By implementing Nokia’s home and access insights solution, POST Luxembourg was able to improve the accuracy of field diagnostics by 95%. Because issues are fixed on the first visit, subscribers are happier and POST avoids the cost of second and third visits to resolve the issue.

Automate systems and processes
Lowering agent and customer effort

This is one of the largest transformation drivers for all industries. Nash/KPMG report** that more than 60 percent of CIOs rank business process improvements and increased operational efficiencies as their top priorities. An integrated customer system that leverages automated processes to help agents diagnose and resolve issues also helps to create satisfied and loyal customers — all while meeting OPEX savings targets.

North American CSP automates to deliver omni-channel service

This service provider wanted to provide a consistent experience across any channel. It was limited by not only multiple applications for services and processes, but also by fragmented business processes. It integrated over one hundred systems and APIs, created a single UI for multiple users, and implemented process improvements to optimize troubleshooting workflows across channels. The service provider achieved multi-million dollar savings over the course of the program and minimized process related training requirements for their agents.

Top transformation drivers:

60% of CIO’s say business process improvements and increased operational efficiencies

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Expand self-care services
Deflecting inbound calls and reducing OPEX

Salesforce reports that consumers now use as many as ten different channels to communicate with companies. Self-care has been the cornerstone of omni-channel engagement for some time. This is largely because of its positive impact on reducing call center volume — and customers love it. Self-care has evolved from the use of information on carrier websites and dedicated applications to the use of virtual assistants and chatbots by operators as well as Facebook and WhatsApp.

Middle East operator optimizes customer care across channels

Challenges
- Multiple tools, fragmented procedures
- Manual handling of customer trouble tickets
- Low first call resolution and a high number of escalations to operation engineers
- High operational cost and low customer satisfaction
- Inability to maintain manual processes as device and service complexity increases with digital transformation

Solution
- Service Management Platform (SMP) to automate the customer care operations in a single framework
- Workflow engine operating across all technologies and services
- Deflect calls to self-care through different channels (web/mobile app, IVR, IPTV, OTT apps) - self service application
- Automate customer field activities – field tech application

Benefits
- 50% improvement in first call resolution for fixed customers and 60% for mobile customers
- 25% reduction in inbound calls applying self service channels: IVR, IPT and App
- $20M in operating costs saved annually for both Level 2 support and truck calls
- Reduced churn rate through better customer service

“Nokia SMP is critical to our customer care operators”

Senior director of automation
Get ready for 5G
Accelerating time to market with 5G FWA self-install

Fast forward to self-care for 5G. One of the new use cases our customers are exploring is the digital marketing, selling, and installation of 5G fixed wireless services. Tech savvy subscribers can take advantage of self-installation at a more attractive price point. They can buy 5G services online, have the equipment shipped out, and then install it themselves in an Amazon-like way (see figure 3). For operators, zero-touch activation not only improves time to market but also reduces the need for costly field technician visits.

Monetizing 5G across the customer journey

“Companies that lead in customer experience perform 120 percent better in the market than those that don’t. That’s why customer service transformation is propelling telco operators forward to capture more market share.”

Watermark Consulting

References
About Nokia
We create the technology to connect the world. Powered by the research and innovation of Nokia Bell Labs, we serve communications service providers, governments, large enterprises and consumers, with the industry's most complete, end-to-end portfolio of products, services and licensing.

From the enabling infrastructure for 5G and the Internet of Things, to emerging applications in digital health, we are shaping the future of technology to transform the human experience. networks.nokia.com

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