Improve efficiency by providing an excellent employee experience. Deliver the extraordinary.
The right tools and processes can help your team be its best

In a highly competitive market, providing an exceptional customer experience is essential to differentiating your business from other communications service providers (CSPs). Because the customer experience is delivered by your employees, the experience they receive at work plays a huge role in determining your success.

When your teams have the right skills, processes and tools to work faster and more efficiently, they’re also more likely to be satisfied and engaged — and that gets passed on in their interactions with customers.

How connected are the customer and employee experiences? Companies that deliver an excellent customer experience have employees who are 1.5 times more engaged than employees at companies offering a less-than-satisfactory experience. That translates directly into business success: companies that invest in the employee experience are four times more profitable than those that do not.¹

¹ Forbes, 2018. The un-ignorable link between employee experience and customer experience.
Creating the right conditions for efficiency

To provide an environment where employees are empowered, engaged and efficient, you’ll need to overcome three key challenges.

**Improving usability**
Tools and platforms that aren’t intuitive or user-friendly can have a negative effect on the employee experience. The best way to ensure you’re meeting employees’ needs and expectations is to co-design solutions with and for them. It’s an approach that some studies have shown can boost efficiency by 75 percent.²

**Reducing complexity**
Manual, time-intensive tasks often take employees away from higher-value activities — and can compromise the customer experience. Automating those tasks and routine processes can bring enormous efficiency. It’s also increasingly a necessity as the complexity of today’s networks is making manual operations impossible.

**Enabling agility**
How and where solutions are deployed affects both the employee and customer experience. Going to the cloud and taking advantage of intelligent analytics and automation are proving to be powerful enablers of job efficiency that can help employees to be more engaged and satisfied.

² ET CEO, 2019. Design thinking can boost efficiencies by 75%, RoI by 300%.
The three keys to improving the employee experience in the 5G era

Making your teams more efficient and engaged in their work requires a triple focus on people, processes and tools. As part of that, you should adopt:

Design thinking
Apply user-centered design thinking to craft the best employee experiences.

Zero-touch automation
Implement intelligent, zero-touch automation to work more efficiently and effectively.

Cloud-native solutions
Embrace the cloud and give your team the agility to quickly respond to customer needs.
Use design thinking to give employees better tools and solutions

The best experiences start with “design thinking” — a person-centered approach that puts the end user at the heart of the innovation and development process. Involving users in solution design helps ensure that decisions are based on their real-world requirements, tailored to the environments in which they’ll be deployed. That purpose-built fit contributes to superior experiences for your employees that ultimately lead to better experiences for your customers.
Working together for a win-win solution

An American CSP needed a better way to confirm call performance across its network, including identifying why calls were being dropped and the locations of dropped calls. It also needed to be able to quickly raise trouble tickets to the next level for diagnosis. The CSP partnered with Nokia to co-develop a solution tailored to the needs of care tech agents, which is now also available as an off-the-shelf product for other customers.

Drawing on the individual subscriber analytics of Nokia Customer Insights, the CSP’s customer care solution allows agents to detect network issues faster, validate customer issues against historical call logs and accurately pinpoint call drop locations so the root causes can be addressed. It also provides frontline customer care teams with deeper insights into network performance, correlating data from multiple sources so they can take corrective actions and recommend next-best actions to subscribers for voice, text and data services.

How Nokia can help

Nokia Customer Insights
Get a complete picture of customer satisfaction, revenue, and device and network performance so improvements can be prioritized based on customer and business impact.

90% of agents say customer engagement is improved

>50% of agents say efficiency is improved

Learn more about getting a 360° view of the customer experience

CLICK HERE
Automate processes for simplicity and speed

Automating repetitive tasks and proactively addressing issues before they occur is key to shifting to a customer-centric approach. Zero-touch processes let your teams focus on more than just keeping the network running, giving them time to create profitable new customer offerings. That also improves job satisfaction and employee happiness — and happy employees are more productive and stay with companies longer.³
Swisscom enhances
the in-home Wi-Fi experience

Switzerland’s leading mobile and broadband operator, Swisscom, was looking to improve and accelerate its ability to identify, troubleshoot and resolve residential broadband connectivity and performance issues, especially related to home Wi-Fi.

Using the Nokia Home and Access Analytics solution, Swisscom can now combine analytics-based insights from home networks and connected devices with a closed-loop optimization process. This enables continuous improvement of its broadband service, including more proactive addressing of home Wi-Fi issues — in many cases, before the consumer is even aware of a problem. With intelligent automation, Swisscom has been able to decrease operating costs, increase customer satisfaction and reduce subscriber churn.

90%
first-time right recommendations in early trials for L1 support

Better home Wi-Fi service through dedicated monitoring of device and firmware behavior

Empowered support through assisted care and self-care channels
“Newly acquired insights and action recommendations are individualized and refer to specific terminals. We can approach customers proactively and resolve problems with greater probability.”

Andreas Arnold, Technical Cluster Lead, CPE & Home Devices, Swisscom

How Nokia can help

Nokia Home and Access Analytics
This software solution analyzes service, device and network data to predict customer issues and prescribe next-best troubleshooting actions to resolve them.
Address changing needs with the flexibility and agility of the cloud

Cloud-native solutions can be deployed wherever they will deliver the most benefits for your team and your customers. Centralize deployments where you most need to gain efficiency or distribute them across multiple data centers when you have specific latency or data storage requirements to meet. With the ability to deploy new instances rapidly (and see results within weeks), you can quickly and easily pilot and launch services that will create a better overall customer experience.

8 Forbes, 2018. The un-ignorable link between employee experience and customer experience.
Taiwan Mobile uses AI to deliver better insights and manage complexity

Struggling with the growing complexity of its multi-vendor, multi-technology networks, Taiwan Mobile wanted to use cloud-native artificial intelligence (AI) and automation to simplify life for its employees while gaining deeper insights into network issues affecting the customer experience.

Nokia provided Taiwan Mobile with end-to-end network and service assurance solutions that consolidated fault, configuration and performance management. These solutions also automated service impact analyses and recommendations for next-best actions, freeing the CSP’s engineering team from routine tasks so they can focus on more value-adding activities. By using Nokia’s cloud-native AI-as-a-service platform, Taiwan Mobile also gets full lifecycle management for all of the AI-driven big data applications in its network operations ecosystem.

Nokia AVA Telco AI Ecosystem
A complete AI-as-a-service offering delivered through the Microsoft cloud, Nokia AVA helps CSPs automate network operations and service assurance to increase agility and boost the subscriber experience.

Learn more about cloud-native AI solutions

30% reduction in customer churn
83% improvement in troubleshooting and problem resolution
92% of non-performance deterioration abnormal events have been eliminated
40% increase in operations efficiency
Your partner for a better 5G experience

To succeed in the 5G era, CSPs must deliver extraordinary customer experiences. Nokia can help make that happen with a robust portfolio of solutions across mobile and fixed networks, powered by end-to-end automation and AI-driven business and operational support capabilities. Drawing on insights collected across the entire customer journey, you can personalize offers, proactively address issues and take the right actions in the moments that matter most to your subscribers.

#1
in device management, network insights, mediation and AI/machine learning

30%
reduction in technical complaints for a Middle Eastern CSP by prioritizing actions based on customer impact

40%
improvement in marketing campaign success rates for a Middle Eastern CSP by targeting satisfied customers

60%
faster mean time to repair for a European CSP

Visit our website for even more insights into what it will take to deliver the extraordinary in the 5G era.
About Nokia

We create the technology to connect the world. Only Nokia offers a comprehensive portfolio of network equipment, software, services and licensing opportunities across the globe. With our commitment to innovation, driven by the award-winning Nokia Bell Labs, we are a leader in the development and deployment of 5G networks.

Our communications service provider customers support more than 6.4 billion subscriptions with our radio networks, and our enterprise customers have deployed over 1,300 industrial networks worldwide. Adhering to the highest ethical standards, we transform how people live, work and communicate. For our latest updates, please visit us online www.nokia.com and follow us on Twitter @nokia.

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