Customer Experience Analytics
An end-to-end view of the customer experience
“Customer expectations over the past 10 years have grown more sophisticated as network connectivity is now considered to be as vital as air, water, electricity, and even food.”

*Source: IDC Whitepaper - Customer Experience Is More Than What You Think It Is, Karl Whitelock May 2019, Sponsored by Nokia*
Is your view of your customer’s experiences complete?

One major challenge for any Communications Service Provider (CSP) is tracking an individual’s journey across networks, transactions and interactions together, which can reveal an inconsistent and disjointed customer experience. We have three examples here that show why getting a complete view of your customer is vital to provide exceptional customer experiences.

Based on consumer research\(^1\), the people who are most interested in 5G and most willing to switch providers to get it are the ones who are very engaged with mobile. The ones interested in 5G are actually the ones most satisfied with their current subscription plan and likely represent higher lifetime value to their providers than those who aren’t yet showing interest. As such, first movers have an advantage in the 5G market, because the people willing to switch providers for it are the most valuable subscribers, and CSPs will need to ensure that subscribers get the experience they are expecting.

Secondly, consumer research\(^2\) shows that experience and NPS are not driven just by one factor (Figure 1), but a mixture of them which varies with time and market. This perspective translates to what counts, i.e., retention, propensity to recommend, and continued spend with the CSP. Without bringing together data from varied sources, conclusions here will be inaccurate and the wrong customers may be targeted for retention efforts.

Lastly, there are many solutions available for customer experience management, each with its own angle, and all addressing the target of improving NPS and customer satisfaction. Some are approaching it from a network perspective; some from customer care or billing domains, but almost everything is siloed. A holistic approach across network, care and other touchpoints is what is needed to ensure complete understanding of the customer so NPS initiatives focus on the right levers to improve satisfaction.

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1. Nokia research. This survey fielded to 3,000 smartphone owners across the US, UK, and Korea, 2020
2. Source: Connected Consumer Survey, Europe and USA, Analysys Mason, 2019

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**Key drivers for NPS, Purchase and Churn**

**NPS drivers (2019)**

<table>
<thead>
<tr>
<th>Customer service</th>
<th>Data speeds</th>
<th>Network coverage</th>
<th>Price</th>
<th>Data allowance</th>
</tr>
</thead>
</table>

**Purchase drivers (2019)**

<table>
<thead>
<tr>
<th>Price</th>
<th>Data allowance</th>
<th>Network coverage</th>
<th>Data speeds</th>
<th>Better value</th>
</tr>
</thead>
</table>

**Churn drivers (2019)**

<table>
<thead>
<tr>
<th>Data speeds</th>
<th>Network coverage</th>
<th>Price</th>
<th>Data allowance</th>
<th>Customer service</th>
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</thead>
</table>
A holistic approach

To create this single view of the subscriber means not only pulling in data from many different sources, but it also requires breaking down silos inside the CSP. Consumers buying services from a CSP view all branches as a single company, while inside the CSP, fixed and mobile networks are completely separated from a customer experience angle. It is impossible to understand a complete view of the customer journey across the entire network if those are separated.

A holistic way to understand your customer’s experience across mobile and fixed networks, services and business is an imperative for the CSP. The only way to alleviate the challenges is to build a solution that gives an end-to-end view of insights across multiple domains.

Nokia’s Customer Experience Analytics (CEA) brings together an AI-driven view of customer, service, network, billing and transactions insights, providing a common language across business functions. These insights are actionable and linked to CSP business processes and priorities, thereby enabling the CSP to steer their operations across departments in line with their business goals.

Customer Experience Analytics helps communication service providers to become more customer-centric across their business functions: service operations, engineering, customer care and marketing.
Nokia’s Customer Experience Analytics collects all customer-centric network and business data. This approach supports mobile and fixed networks, multi-technology and multi-vendor environments in an agnostic manner so that CSPs can leverage existing investments in data sources.

The offering builds on a platform for processing large amounts of customer data and converting it into real-time, long term and predictive, actionable insights. It comes with off-the-shelf use cases as well as micro-services and open APIs for any CSP application and machine learning or analytical environments.

CEA also comes with pre-built content apps (Customer Experience Index, Individual Subscriber Analytics, etc.) to drive the most common outcomes, for example, in a care or operations center. The overall offering includes advanced consulting to help CSPs assess and prioritize use cases and drive adoption and outcomes across their organization.
Nokia Customer Experience Analytics

Benefits for CSP teams

**Management**
- Network NPS improvement for European CSP
- 5.4%

**Marketing and sales**
- Agents report increased customer engagement for American CSP
- 90%

**Customer care**
- Agents have improved identification and resolution of customer problems for American CSP
- 90%

**Service operations**
- Issues proactively detected before customers call care for European CSP
- 97%

**Engineering**
- Technical complaint reduction in care by prioritising actions based on customer impact for Middle Eastern CSP
- 30%
Case Study: Telefónica UK

Telefónica Group has selected Nokia as its Service Operation Center vendor to support the operator’s journey in the UK from a traditional network-centric operation towards a customer-centric operation with full focus on the customer experience.

Nokia Customer Experience Analytics offering includes use cases for Service Operations Center, and provides the flexibility to interface with existing Telefónica UK systems and data sources, creating an environment that lets Telefónica UK proactively monitor its customers’ experiences and take recommended actions based on measured trends.

Thanks to Nokia’s offering, which enables a range of automation techniques leveraging artificial intelligence (AI) and machine learning (ML), Telefónica UK can optimize their operations to best meet their objectives. Nokia’s Digital Office consultancy supports Telefónica through the process reengineering required for SOC-enabled business transformation.

The move from network-centric to customer-centric operations is a growing trend for communication service providers, and service assurance is a key differentiator for Telefónica in the mature UK telecoms landscape. With Nokia’s offering, Telefónica can proactively ensure the excellence of services that are considered more important by subscribers.

“Telefónica has always aimed to offer the best possible experience to our customers which a reactive network monitoring approach to operations could never guarantee. With SOC we have already transformed this in three of our markets reaching the next level in automated customer experience management, granting us flexibility and adaptability that serves as a key differentiator. Nokia’s solutions and services will allow us to achieve this goal in a competitive market like the UK.”

Juan Manuel Caro, director of network and IT operations as global CTIO at Telefónica
Customer Experience Analytics brings a truly multidimensional insight for each and every subscriber in the network, to know each customer as an individual. This allows CSPs to move towards providing in-the-moment, personalized experiences.

How Nokia can help

Great employee experience boosts customer experience
Nokia Customer Experience Analytics is designed with the user experience in mind. Providing tools and platforms that ensure you’re meeting employees’ needs and expectations is proven to improve efficiency and customer experience.

Learn more about improving employee experiences CLICK HERE
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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