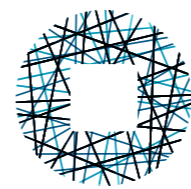


All specifications subject to change without notice | Open Labs |



open labs

NetQ

Unified
test and
diagnostics

Improve customer
satisfaction
Reduce churn



open labs

+ 55 11 3888-2644

www.openlabs.com.br

comercial.brasil@openlabs.com.br

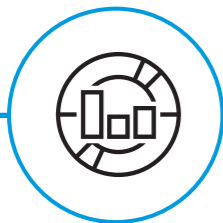
Unified customer problem solution

Communication Service Providers (CSPs) are constantly competing for increased revenue. Every day, new services and products are launched and evolved to guarantee the satisfaction of an increasingly demanding customer. This has profound implications on the infrastructure, requiring a variety of networks, platforms and even the expansion to the complex home network.

Meanwhile, to maintain the competitive edge, CSPs need to reduce costs throughout their value chain, from installation to customer support and problem resolution. Service assessment feasibility, service installation verification, End-to-End service test, diagnosing and troubleshooting are key to increase the customer experience value and reduce operational costs. Simplifying customer interactions helps service providers improve quality of experience (QoE) while building stronger, longer-lasting and more profitable customer relationships, reducing churn.



Current market



Customers are always connected using multiple devices to access a wide range of services, applications and content.

Challenge



The diversity of technologies, suppliers and services create a complex operational map including the homenetwork environments.

References

Customers:

- MEO (Portugal), CVT (Cape Verde), CTM (China), Oi (Brazil) and Altice USA (USA)

Motivation:

- Enhancing customer relationships.

Application scenarios:

- Front Office and Back Office attendance teams;
- Field Force Teams.

Added value:

- Up to 20% reduction on MTTR;
- Truck Rolls OPEX savings;
- Up to 65% customer problem resolution by the Front Office during first call;
- Reduction of fault reoccurrence rates;
- Up to 50% reduction on call center training time due to integrated and ease to use tool;
- ROI could be achieved in the first 6 to 9 months of operation.

Use cases

Helpdesk customer care continues to be a challenge for CSP, impacting key KPI's such as customer satisfaction and NPS scores, and representing an ever increasing risk of churn. Aligned with CSPs convergence strategy for fixed and mobile services, NetQ offers an unified customer experience, right at the call center. NetQ also applies to other customer 'touch points' scenarios, like field force team visiting the customer premise whenever an installation or a repair requires it. NetQ enables remote tests and diagnosis of the overall service, including physical and logical resources, resulting in an improved QoE. A totally unified customer experience is an important customer loyalty and engagement driver. NetQ delivers it.



360o problem resolution

The customer is not receiving mobile calls and reaches help desk support. Using NetQ diagnosis, the agent determines that an account reconfiguration is in need and proceeds accordingly. Meanwhile, the agent notices that the customer has also a triple play service. The agent runs a NetQ diagnostic and detects a HSI problem that might be solved by a remote Home Gateway configuration. Both wire-line and mobile services problems are solved in a first and only call.



Proactive tests

Back Office has a list of customers with intermittent Internet faults that must be diagnosed. Using NetQ, a set of tests is established and carried out during a specific period. NetQ will automatically test and diagnose the services in question, controlling test execution without overloading network elements.



Single visit to customer's home

In case a service installation or repair requires a visit to the customer's premise, the assigned field force team stays sync with internal operations by using NetQ. Its remote tests and diagnostics features allow it to confirm service readiness locally. Any additional visits are avoided.

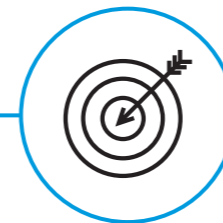
Business benefits

- **Increase first time resolution in the front office**
Guided scripts, accurate diagnostics and related corrective actions allow front office agents to resolve customer problems, originated either on the CSP network or on the customer premises, in the first client call.
- **Decrease mean time to repair**
Smart diagnosis, as well as automated and recommended corrective actions reduce the time needed to detect and solve service problems.
- **Minimize field force interventions and truck rolls**
End-to-End service test, diagnosis and troubleshooting up to the home network reduce the need for field force intervention, and home client visit.
- **Only basic technical skills needed at front office**
Preconfigured workflows with best practice implementation reduce the level of technical skills needed at front office.
- **Increase field force autonomy for tests and diagnostics**
Whenever a visit to the customer premise is required, a successful service installation or service repair in one single visit increases the whole customer quality of experience.

Convergent End-to-End solution for multiple needs: testing, diagnosing, troubleshooting and problem solving for fixed, mobile and over-the-top

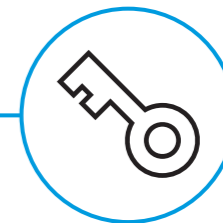


Opportunity



Being able to provide a higher service quality and customer experience while optimizing both physical and human resources.

Solution



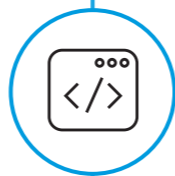
Having a system which provides a holistic view of each customer and easily address their problems independent of the service.



Who benefits from it?



Front Office Helpdesk teams



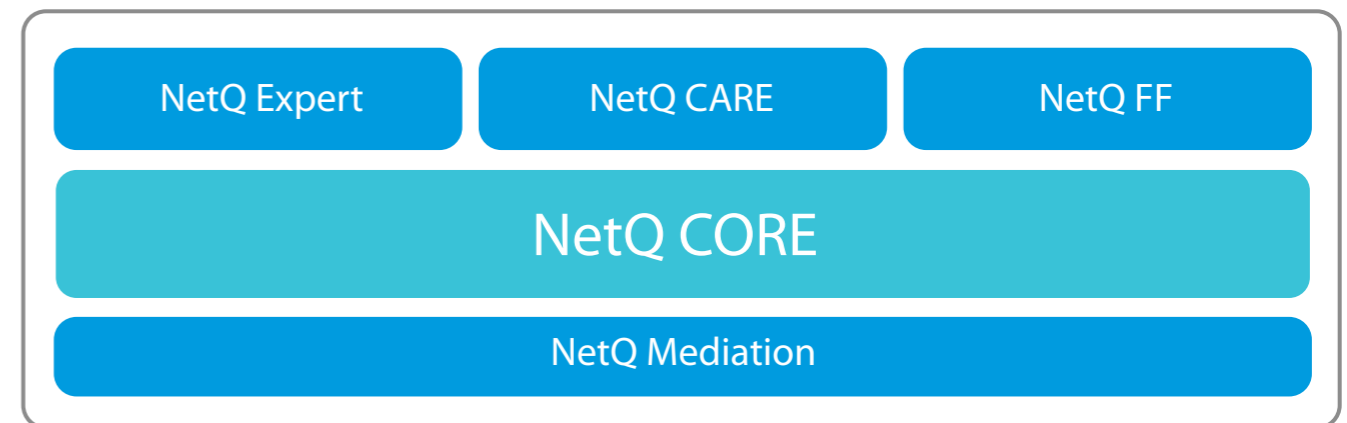
Back Office and advanced support agents



Field Force teams

The architecture

NetQ easily adapts to CSP processes and different operational needs, providing tailored front ends for customer care helpdesk, skilled engineering personnel and field force teams. These front ends rely on a highly scalable and configurable engine, the NetQ Core, allowing flexible adaption to the continuous changes and increasingly demanding CSP's business needs. The integration with the network is guaranteed by a mature Mediation layer offering out-of-the-box plugins for multi-vendor and multi-technology environments.



Key differentiators

- Callcenter problem resolution;
- Centralized End-to-End Service testing and diagnosis;
- Multi-vendor and Multi-technology support;
- Front Office, Back Office and Field Force support;
- Simple and easy to use for users with reduced technical skills;
- CAPEX and OPEX reduction;
- NetQ as part of TMForum certified NOSSIS Suite.



Increase customer loyalty
Reduce churn



Reduce operational costs
Increase revenue

Main features



E2E service test

- From the CSP network and platforms right up to the home network;
- Historical registration of every operation for auditing and indicator analysis.



Diagnosing and troubleshooting

- Smart Service diagnosis and recommended resolution actions;
- Highly Configurable.



Guided helpdesk workflows

- Workflow scripts with contextual help to guide helpdesk staff in customer interactions;
- Minimal technical skills required.



Feasibility and proactive testing

- Service feasibility tests based on configurable rules;
- Batch & programmed routine tests execution for preventive and proactive maintenance.



OSS & BSS integration

- Smooth integration with CRM and inventory Systems;
- OSS & BSS integrations using plug-ins.