

# Thought Leadership

## Customer Experience Management in Mobile Operators: Big Data Insight for Churn and Monetization

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### The Bottom Line

Customer experience management (CEM) and big data initiatives are extremely valuable strategies. Operators must be able to learn from customer expectations, as well as track, monitor and respond to any change. Investments in telecom infrastructure and online channels to support customers' increasingly digital lifestyles must focus on more than network quality of experience – they must also aim to garner insight to improve marketing and customer care.

### Key Findings

- ▶ **Mobile players must embrace new ways to differentiate themselves from their competitors.** As LTE and VoLTE deployments gain momentum, the key goal for MNOs is to ensure they use the inherent opportunities beyond network speed to create profitable businesses.
- ▶ **Operators need to transform from network-centric to user-centric management practices.** An approach centered on users focuses not only on availability, but also on a customer's emotional experience. It's important to correlate the end user's overall perception of the product or service with the actual network experience to generate a deeper understanding of subscriber needs. End-to-end insight across a combined rich data set enables the operator to respond to changing subscriber usage patterns and preferences.
- ▶ **Operators have increased adoption of mobile self-service, increased success of first contact resolutions (FCR) and reduced bill shock.** They are also starting to garner more success in using the tools for improvements in products and services, such as increased personalization. Bringing analytics into the mix to combine information from critical subscriber profile data, usage data, social data, billing, etc., creates the foundation for revenue-generating programs.

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### COMPANIES MENTIONED

Accanto Systems, AetherPal, Alcatel-Lucent, Allot Communications, Amdocs, Astellia, Carrier IQ, CIQUAL, Citrix Bytemobile, Comptel, Empirix, Ericsson, Guavus, HP, Huawei, IBM, Mobidia, NetCracker, Netscout, Nokia, OpenNet, Openwave Mobility, Oracle, Redknee, Sandvine, SAP, Tektronix, TEOCO, Vasona Networks, Zettics

## About the Author

### Sheryl Kingstone

#### Director

Research Director Sheryl Kingstone focuses on improving the customer experience across all interaction channels for customer acquisition and loyalty. As part of the 451 Research Mobility team, which was established in July 2014 with the integration of Yankee Group, she helps operator and enterprise clients make decisions regarding the use of technology, business processes and data to boost revenue and optimize business performance. She also assists vendors with custom research projects, messaging and positioning, as well as product road map evaluations. Kingstone researches and writes on the top trends in mobile marketing and commerce along with cross-channel customer experience technologies.



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