

NOKIA



# PTCL is transforming its customer service

Nokia Customer Care Applications  
and Network Insights

Case study

As communications service providers (CSPs) expand into new markets and offer a broader range of products and services, understanding what's happening in the network is the key to resolving issues faster and providing an exceptional customer experience.

As Pakistan Telecommunication Company Ltd (PTCL) grew, its legacy infrastructure was making it difficult for field crews and customer service agents to troubleshoot problems and respond to customers' needs quickly and effectively. By using Nokia Network Analyzer along with Nokia's Service Management Platform, PTCL was able to get greater visibility into all aspects of its network — and then use those insights to improve its customer care key performance indicators (KPIs) and reduce churn.

# Business benefits



Improved customer care KPIs



Streamlined customer service through single-pane-of-glass visibility



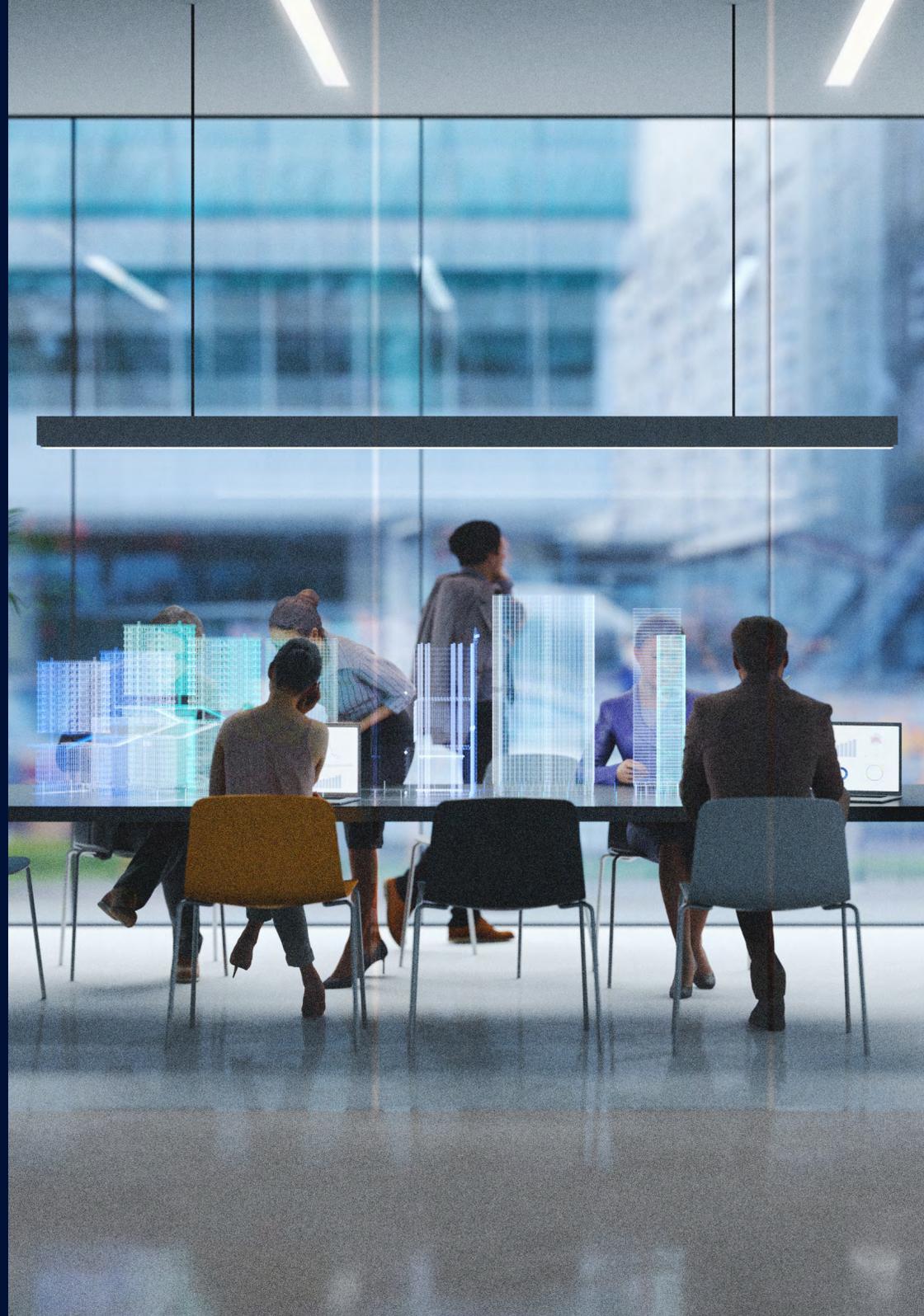
Faster customer care resolution through guided intelligent workflows



Fewer escalations by enabling Level 1 agents with more capabilities



Better Level 2/3 agent performance through SR segregation with root-cause analysis



# The vision

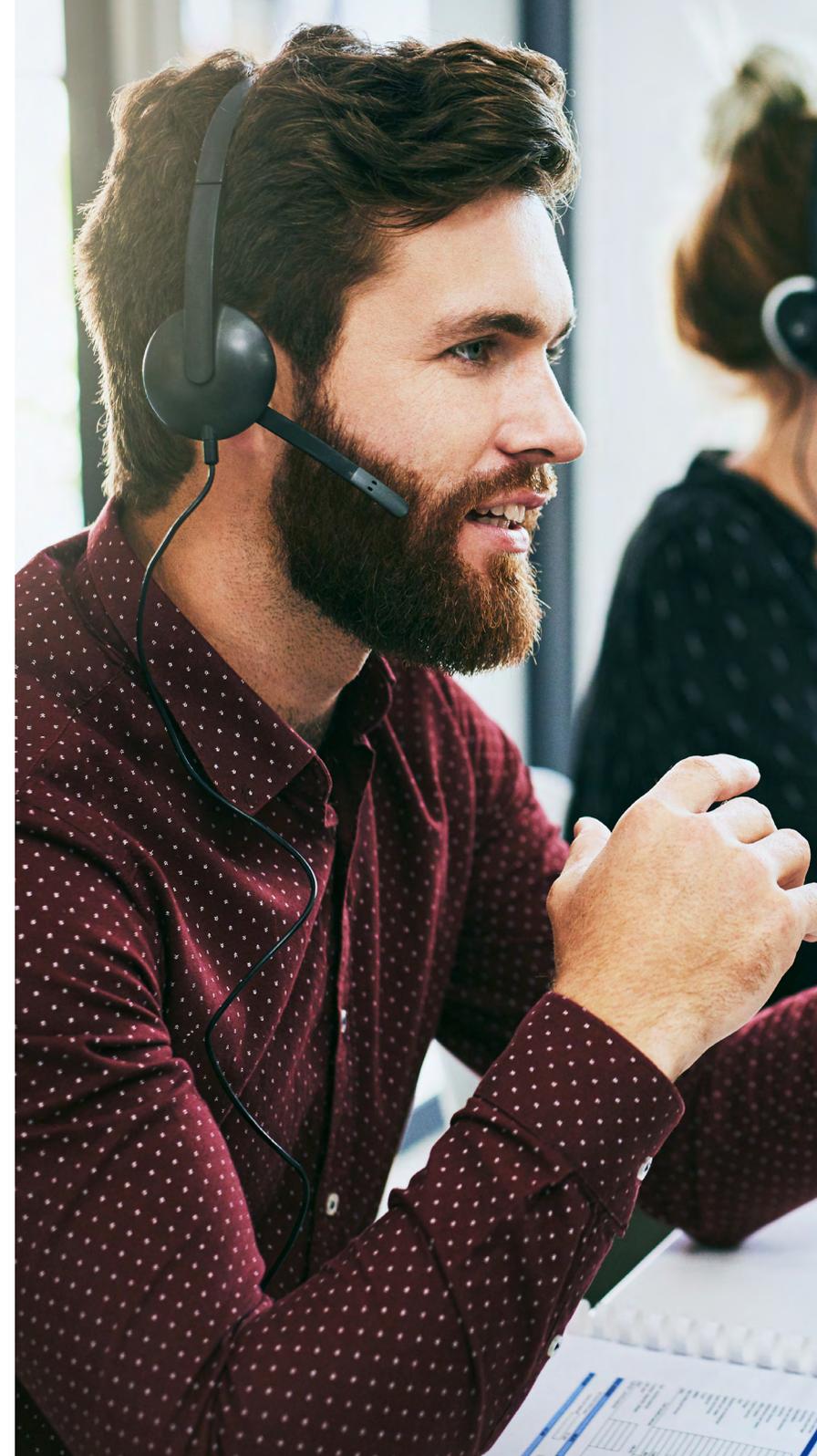
The largest telecommunications company in Pakistan, PTCL operates as the country's major ICT services provider. PTCL has more than two million subscribers, offering services all over Pakistan and has also started providing data and cloud services to enterprise clients. As the company grew and experienced increasing call volumes, it struggled to deliver the high-quality service expected by its customers.

First, PTCL's systems and tools didn't provide the automated diagnostic and troubleshooting capabilities required to properly empower its customer service agents. Second, its customer service

processes needed improvement. The average PTCL customer service agent was looking at 17 different screens and there was no uniform practice or defined process for dealing with calls. As call volumes increased, agents were unable to deliver timely support, affecting the company's reputation among its customers.

To improve customer service and boost agent efficiency, PTCL needed to get deeper insights into its network, with high visibility across all vendors' technologies — as well as a platform that offered automation capabilities for faster, more streamlined issue resolution.

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# How Nokia helped

Nokia's approach for transforming PTCL's customer service operations involved two key components.

## Network analytics

To collect more data about PTCL's network infrastructure, Nokia implemented its **AVA Fixed Network Insights** solutions, including:

- **Nokia Network Analyzer – Copper** to assess whether digital subscriber lines were providing the quality and stability needed to deliver high-speed internet and triple-play services
- **Nokia Network Analyzer – Fiber** to determine whether PON and optical links were meeting quality-of-service requirements for the best broadband and fiber-to-the-home services

## Automated customer service management

Based on the data collected on PTCL's network, Nokia then performed

a consultancy study to determine the quantifiable improvements its **Service Management Platform** could bring to PTCL's call centers.

The Service Management Platform is an omni-channel customer experience platform that uses machine learning to execute dynamic, automated workflows that ensure the right solution is found for the right problem. It provides agents with full, transparent visibility into issues across all channels, improving first-call resolution and reducing both customer and agent effort.

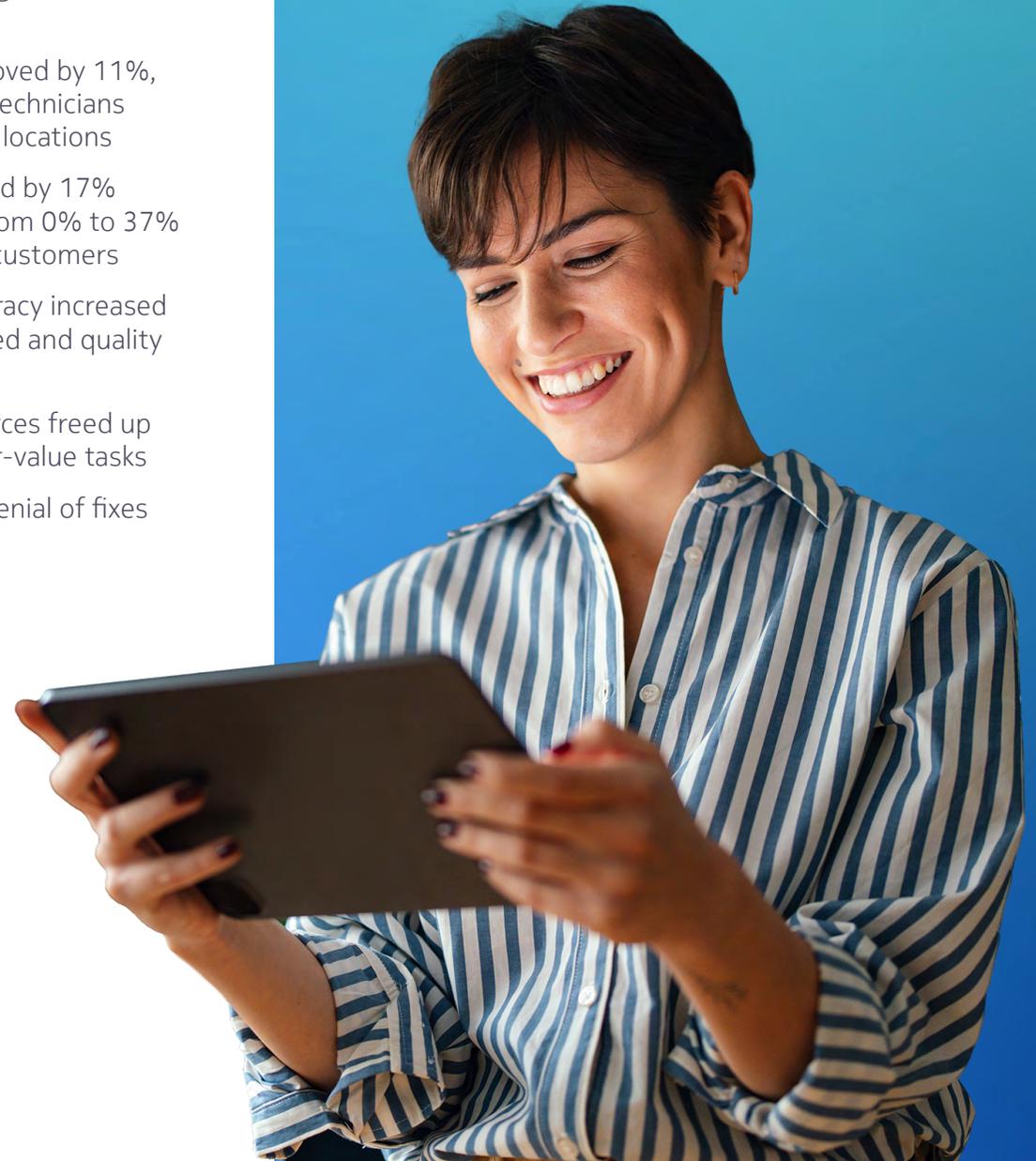
Nokia's study revealed that Service Management Platform's integration and automation capabilities would lead to faster resolutions with fewer resources required. Hundreds of people in PTCL's Lahore call center were trained to use the solution, which integrated 25 different systems from more than 10 separate vendors — streaming customer care processes for quicker, better service and support.

# The results

Nokia's solution has since been deployed in all PTCL contact centers across Pakistan. Agents are now equipped with single-pane-of-glass visibility, showing all relevant information — including guided resolution steps — to improve troubleshooting efficiency while reducing customer service costs. In addition, customers are empowered to more easily solve their own issues through a variety of digital channels now available to them, further reducing agent effort. Customers are also reporting a better overall quality of experience across PTCL's internet connectivity, IPTV and communications services, in large part due to the improved issue prediction and resolution enabled by the Service Management Platform.

PTCL has enjoyed a wide range of direct benefits since implementing the Nokia solution, including:

- On-call resolution improved by 11%, resulting in fewer field technicians being sent to customer locations
- IVR transactions boosted by 17% overall — with a jump from 0% to 37% for fiber-to-the-home customers
- Complaint routing accuracy increased by 14%, improving speed and quality of issue resolutions
- 5% of call center resources freed up to perform other higher-value tasks
- Repeat and customer denial of fixes were reduced by 20%



“We are committed to digitizing our customer experience and reduce customer effort by meaningful customer interactions with higher on-the-spot resolution. This project has enabled us to re-design our workflows with increased effectiveness at a lower cost. Our collaboration with Nokia has greatly accelerated our organizational transformation.”

Saad Muzaffar Waraich,  
Group Chief Information Officer



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As a B2B technology innovation leader, we are pioneering the future where networks meet cloud to realize the full potential of digital in every industry.

Through networks that sense, think and act, we work with our customers and partners to create the digital services and applications of the future.

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