



NOKIA



BT delivers superior
customer experience
and improves
operational efficiency

Case study



Simon Evatt, Product Director at BT, said:

“Homeview is a one-stop shop to give visibility into the home environment. It has been really powerful in helping our advisers understand how the broadband fixed network is performing and if there are any problems that might be preventing the service from performing at its best so that they can confidently resolve them. We’re actually thrilled with the customer experience improvements.”

The vision

Communication service providers (CSPs) must satisfy the escalating expectations of consumers regarding the quality of their home broadband performance while also coping with the exponential growth of data consumption within the home environment. To address these challenges, it's crucial to possess full visibility into the home environment with insights about customer devices and networks. This, in turn, empowers CSPs to offer effective solutions and enhance

the network's overall performance.

BT recognized the need for an AIOps solution that could provide real-time observability into customers' home devices, streamline workflows to simplify the process of troubleshooting fixed broadband issues and deliver actionable recommendations. By implementing such a solution, BT enhances the overall customer experience while also achieving excellence in operational efficiency.

Home Device Manager

Automate remote management of smart home devices

[Discover more here](#)

The benefits



Enhanced customer experience through an overall improvement in quality of service and reduced friction across customer care touchpoints



Excellence in operations efficiency through streamlined workflows and single-pane-of-glass visibility



Optimized network operations through real time observability into the customer home environment



Reduced OPEX thanks to remote troubleshooting and problem resolution



The challenge

According to BT, 60% of reported issues stem from the home Wi-Fi environment, as opposed to the access network

This is attributable to the significant number of multi-vendor endpoints, nearly 10 million, that BT manages in homes. The task of managing these devices effectively and efficiently poses a considerable challenge to the company, particularly in ensuring their reliability and performance.

Delivering reliable and high-performance broadband connectivity to their extensive subscriber base is also challenging for BT, especially with the rising demands of customers for better home Wi-Fi performance and the rapid growth of residential data consumption. The company faced

prolonged call handling times and difficulties in identifying and resolving problems, leading to a high percentage of calls requiring truck-rolls to customer premises.

Given the criticality of prompt and efficient problem resolution to maintain high customer satisfaction levels, BT's customer care agents and advisers require full visibility into customer home devices and networks, as well as the appropriate tools to analyse the network and how to enhance performance for customers.



The Solution

Nokia, in collaboration with BT, has developed the Homeview solution to address the challenges faced by the operator. Homeview comprises three key components – Nokia's Home Device Manager, Service Management Platform and AVA Fixed Network Insights products.

Homeview gives BT's call center agents and advisers a real-time, complete view of the network, from individual subscribers to devices, in order to quickly correct in-home issues, and provide the best customer service across all its phone and digital channels.

Raw telemetry data is aggregated from the devices and the home network in real-time and translated into intuitive scores for network quality and device performance. These are then juxtaposed onto a visual network to provide operations and customer teams simplified observability and contextual understanding of historical and current states of the broadband

CPEs and the home environment.

Bell Labs AI/ML predictive models are applied to telemetry data to uncover hidden correlations and causality related to current and potential home network issues. For example, the solution can predict poor network performance, identify/attribute the root cause and recommend specific configuration updates or software upgrades to mitigate the problem.

These issues and recommendations are presented through a "Smart Assistant" on Homeview. The Smart Assistant prioritizes problems and provides the next best actions to customer care who can then run automated workflows to quickly resolve current problems and proactively address future potential issues.

Homeview is helping BT move from reactive operations to AI-driven, predictive operations that correlate network and device events to drive intelligent automation and create a

closed-loop environment to fix things faster and set the foundation for future self-healing fixed broadband networks.

The success of Homeview and BT's commitment to providing the best customer experience by investing in AI, analytics, and other state-of-the-art technology led to an expansion of their partnership with Nokia in Device Management and Customer Care. A five-year deal has been signed to include AVA Analytics software for fixed networks.

Nokia AVA Fixed Network Insights is helping BT utilize AI/ML driven prescriptive insights to improve network diagnosis and remote troubleshooting processes, while reducing unnecessary onsite technician visits, truck rolls and device swaps. This enhances operations efficiency and customer experience, demonstrating BT's unwavering commitment to delivering superior service.

The result

Nokia solution, Homeview provides 6,000+ BT care agents with a 360 degree view of their customers, enabling them to manage over 10 million Wi-Fi endpoints (CPE/STB) and process over 100 million transactions per day to optimize

broadband connections.

The solution has proven to significantly enhance customer experience, improve operational efficiency and reduce network operations and customer care costs:



5% improvement in first contact resolution resulting in fewer field technicians being sent to customer locations



Multi-million GBP OPEX savings annually due to truck-roll reductions and reduced call handling time



Reduction of few hundred thousand troubleshooting calls annually, through insight driven proactive troubleshooting

Telecom customer care

Benefit from omni-channel engagement for the entire customer care journey

[Discover more here](#)





Nick Lane, Managing Director for Consumer Customer Services at BT, said:

“Our expanded partnership with Nokia is another demonstration of our commitment to providing the best customer experience by investing in AI, analytics, and other state-of-the-art technology. Our partnership will help BT’s customer service agents provide the best service across all phone and digital channels and continue to make BT the only network to answer 100% of customer calls in the UK.”

Nokia OYJ
Karakaari 7
02610 Espoo
Finland

Tel. +358 (0) 10 44 88 000

CID: 213618

nokia.com

NOKIA

At Nokia, we create technology that helps the world act together.

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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