



NOKIA

stc

stc reinvents customer experience on its fixed network

Nokia AVA AI and Analytics

Case study

As the largest service provider in Saudi Arabia, Saudi Telecommunications Company (stc) was keen to ensure its leading position and achieve its 'dare' strategy to digitize, accelerate performance, reinvent experience, and expand scale and scope.

Using Nokia's Customer Insights for Fixed Services (Fixed CEM) solution, stc was able to get better measurements for customer journey experience and achieve measurable customer benefits by identifying the problems a customer may be facing.



The vision

A better performance for stc's fixed network.

stc wanted to put additional focus on the fixed network. Initially, manual data collection methods were being used to measure the customer experience and the index. This was leading to delays and incorrect values for customer experience index.

stc also wanted to transform itself into a customer centric company that understood how and when customers were using applications like content streaming and online gaming. This greater understanding of customer behavior would allow stc to solve issues before they became problems for subscribers, improving customer satisfaction and preventing churn.

Improving the fixed network

As per its vision, stc needed to improve customer experience. This is common for mobile networks, and in fact stc had also achieved good results in this domain. Based on this success, the operator also wanted to boost the performance in its fixed network. The fixed domain is key to many of stc's use cases and services, such as Internet of Things applications, consumer broadband and gaming.

Manual data gathering gave slow results

To try and assess how consumers were experiencing the services, stc

gathered data on KPIs such as fixed broadband churn rate, percentage of fixed customers retained, mean time to resolution and average bitrate. Overall, stc was collecting data on from multiple data sources, not all of which were always readily available. Based on manual methods, this was both slow and led to inaccuracies in calculating the Customer Experience Index.

stc lacked key insights such as historical and analytical information on past problems customers may have faced. It was also difficult to pinpoint the real reasons customers were churning.

The benefits

The project led to definite, measurable improvements to customer experience, with some significant developments in key metrics.



Reduction in fixed customer complaints



Reduction in repeat customer service calls



Improvement in fixed service activation success rate



How Nokia helped

stc gained a better understanding of how subscribers used their services thanks to Nokia's customer insight solution.

The network operator selected Nokia because of its strong engagement with stc and the very good relationships Nokia had developed with the senior management. The service provider was also impressed by Nokia's position as a strong player in the fixed domain.

Detect problems before customers are aware

To meet stc's requirements, Nokia deployed its Customer Insights for Fixed Services (Fixed CEM) solution. The solution enables stc to see problems end users may be facing even before they make a complaint. It also employs historical data to help understand any issues a customer has faced in the past.

See the network as customers do

The Nokia teams began by understanding how the customer

interacts with stc – selecting a product, getting a product deployed and installed, making changes to a product or paying bills. Another aspect was how and when does the consumer use the product or service, and when do they make complaints?

Following this stage, the touchpoints were defined, with the Nokia team concentrating only on those touchpoints that applied to stc customers, based on the client's customer experience data.

The Nokia Fixed CEM solution integrates 15 customer journeys and 25 dashboards to allow customer service agents to analyze the customer experience.

Machine learning analyses new data

A machine learning-based Customer Experience Index makes the most of stc's network capabilities to measure

new datapoints, including metrics for individual customers during various lifecycle phases.

This allows customer service agents to see which customers are choosing what services in a particular area and what content customers are currently consuming, such as gaming or videos.

The best result for each user

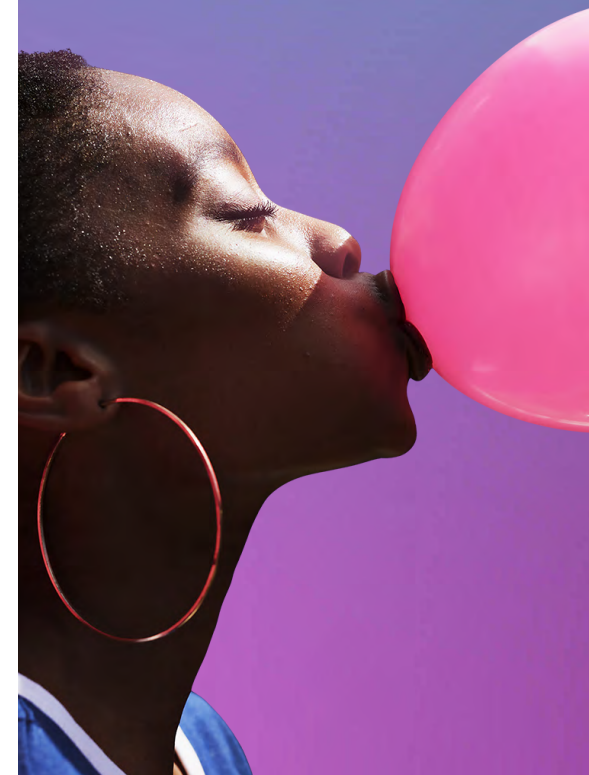
The agent knows the state of the network for that customer at the time of the complaint – allowing the customer to suggest remedies, such as moving location to get the best Wi-Fi access, changing.

By correlating different data sources across different network layers, operations and maintenance teams can now better understand and address the root causes for poor experiences and address churn.

AI and Analytics

Unlock network intelligence

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The opportunity

Improving the experience.

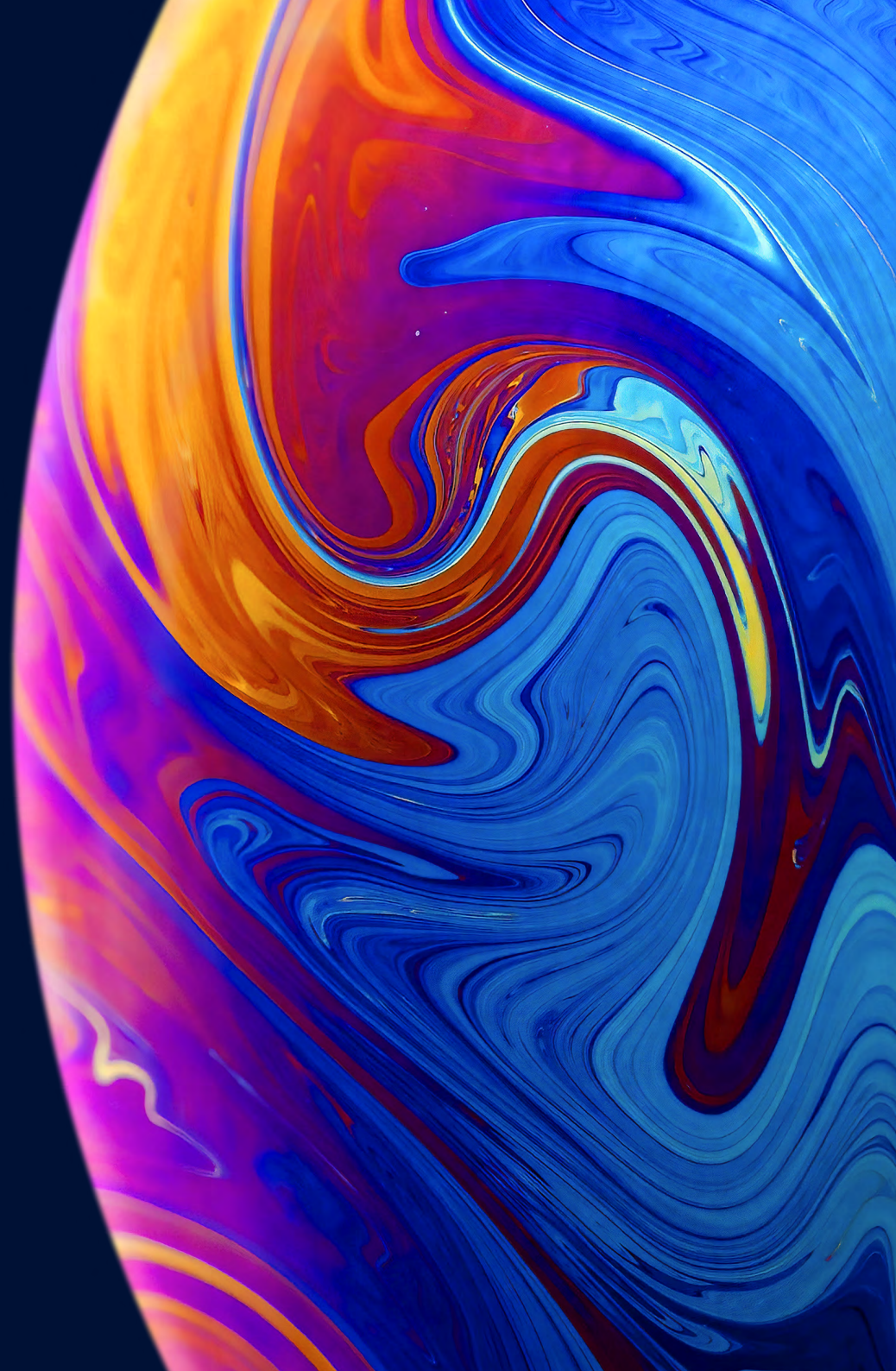
The system gives stc a 360-degree view of the customer and also of the network.

The company can make its operations more proactive - rather than waiting for customers to complain, many operational faults can be resolved before the customer notices.

With a better understanding of the root causes of poor experience and churn, improved information can be given to customer care

agents, allowing more accurate and faster resolution.

In the future, the solution gives stc scope for transforming itself into a data driven organization. It will be able to use machine learning algorithms to correlate data and create more automated use cases for improving the customer experience still further.



The customer's view

“The Fixed CEM solution combines an innovative view of the customer-centric performance indicators with content packs for stc departments. Fixed CEM gathers data from multiple sources, generates insights about customer experience, and uses it to prioritize and trigger actions to improve the customer experience and the business results.

stc can access and share information across the entire organization. These customer deep-dives allow a detailed understanding of users' perception, behavior, usage patterns and financial value. Additionally, it provides industry best practice, ready to use analysis packages that put the stakeholders in the driver's seat to guide stc to customer centric success.”

Mohammed A. Alnumair
General Manager of stc corporate analytics enablement



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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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