

# Exceed the expectations

How data driven customer insight can improve the customer experience at Telco Operators

Teradata Forum

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**TERADATA**  
Raising Intelligence



## **What is Customer Experience Management?**

**How to do it?**

**What is required?**

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**How to do it?**

**What is required?**

# Good experience



Courtesy Upgrade



Nice Welcome



Uncomplicated help if something goes wrong



Voucher after complaint

# Bad Experience



Wrong Promises



No service in restaurant

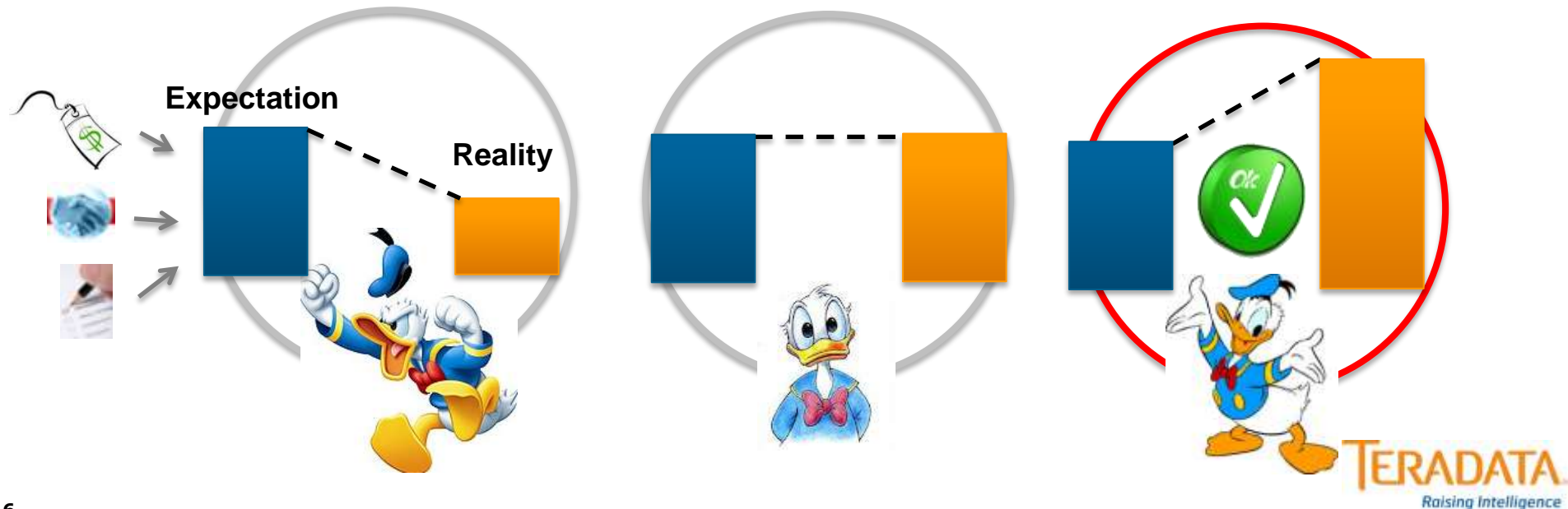
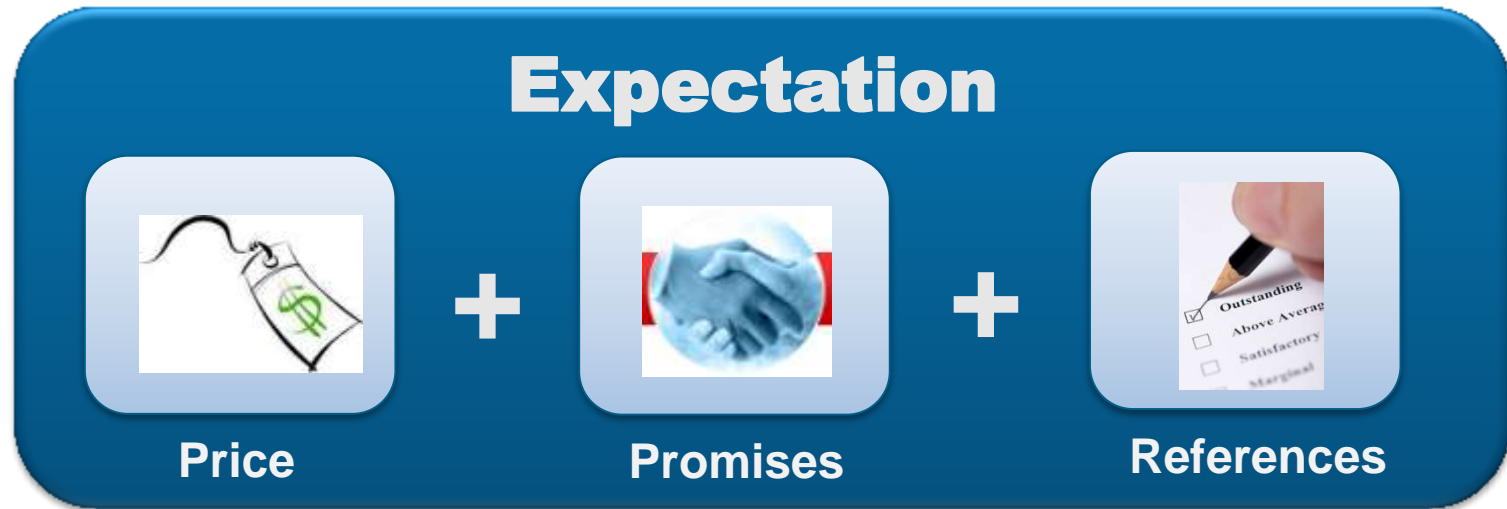


Bad Connection



Waiting in the hotel

# What influences my experience and my emotions?



So many BUZZWORDS ...

**CEM**

Moments of Truth

Touchpoints

**CSI**

Expectations

Customer Journey

Net Promoter Score



Being excellent at

# CEM

Moments of Truth

Touchpoints

Portals

Call Center

Social Media

CSI

Expectations

Customer Journey

Shop

Service Usage

Net Promoter Score



# Agenda

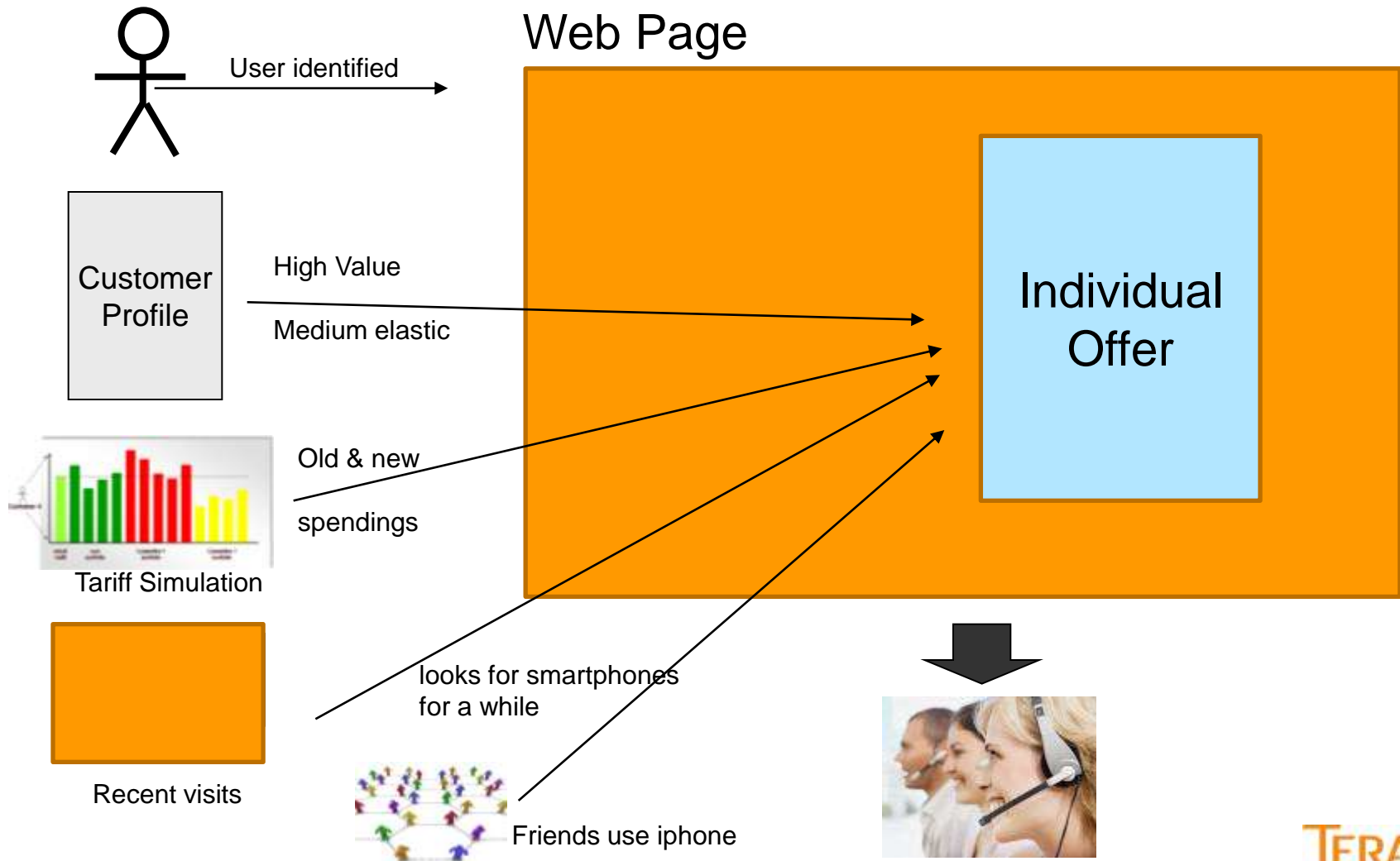
**What is Customer Experience Management?**

**How to do it?**

**What is required?**

# Moment of Truth 1: Information and Sales (2)

## Customer and Web Analytics



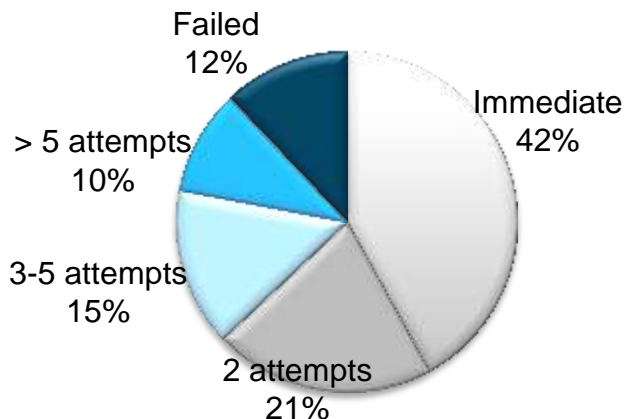
# Moment of Truth 2: First Data Service Usage (1) Event Based Marketing



„Who is new and tried more than 3 times today?“

1.

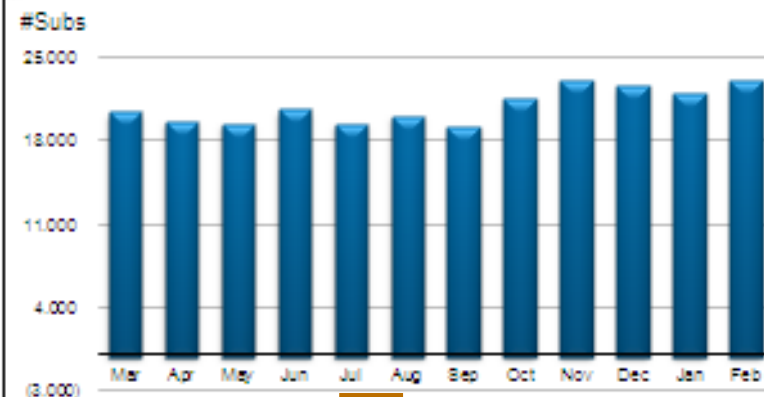
GPRS & WAP Connection



„How often does it happen?“

2.

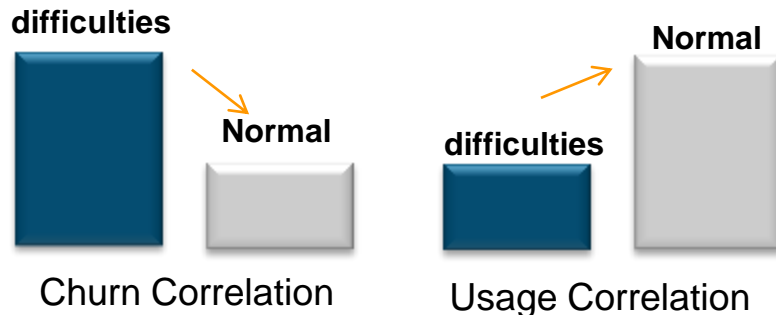
First time data users with difficulties



„What is the impact if the event happens?“

3.

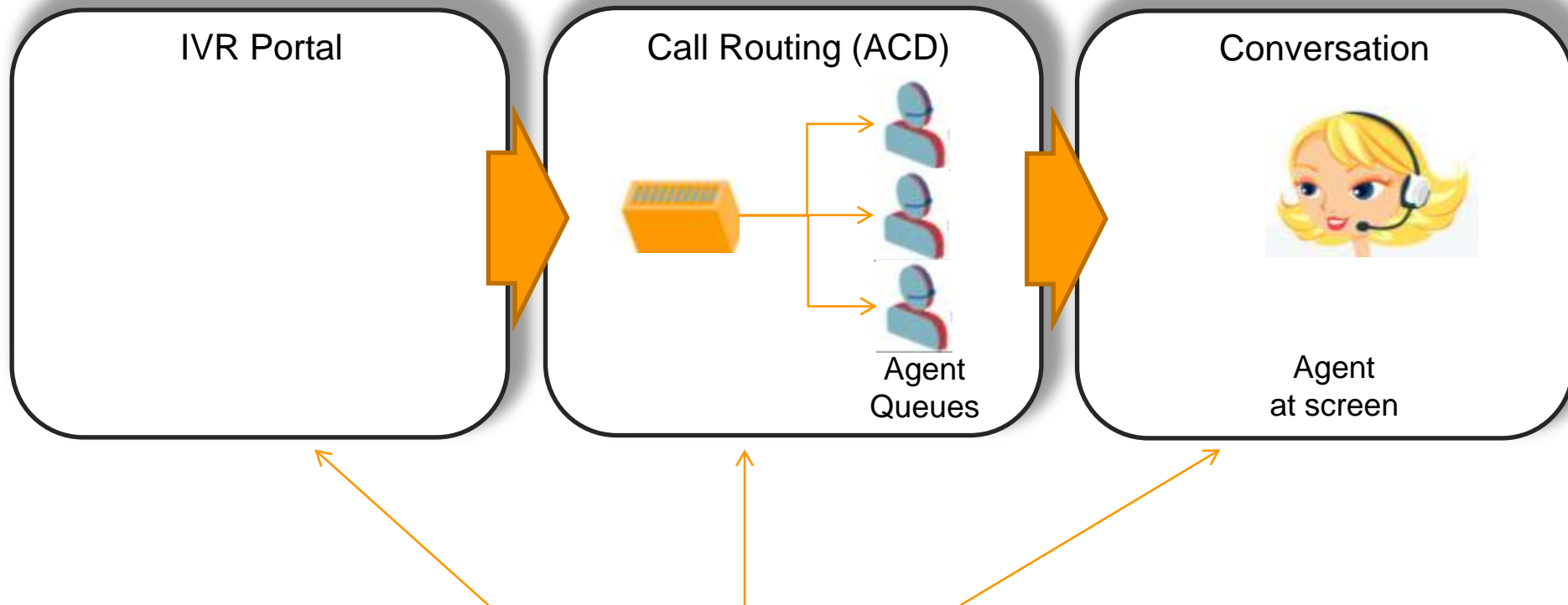
Behaviour comparison after 2 months



Proactive Call

# Moment of Truth 3: Customer Service Call Center & Customer Analytics

**The typical KPI is 90/20, 80/10 and First Call Resolution**



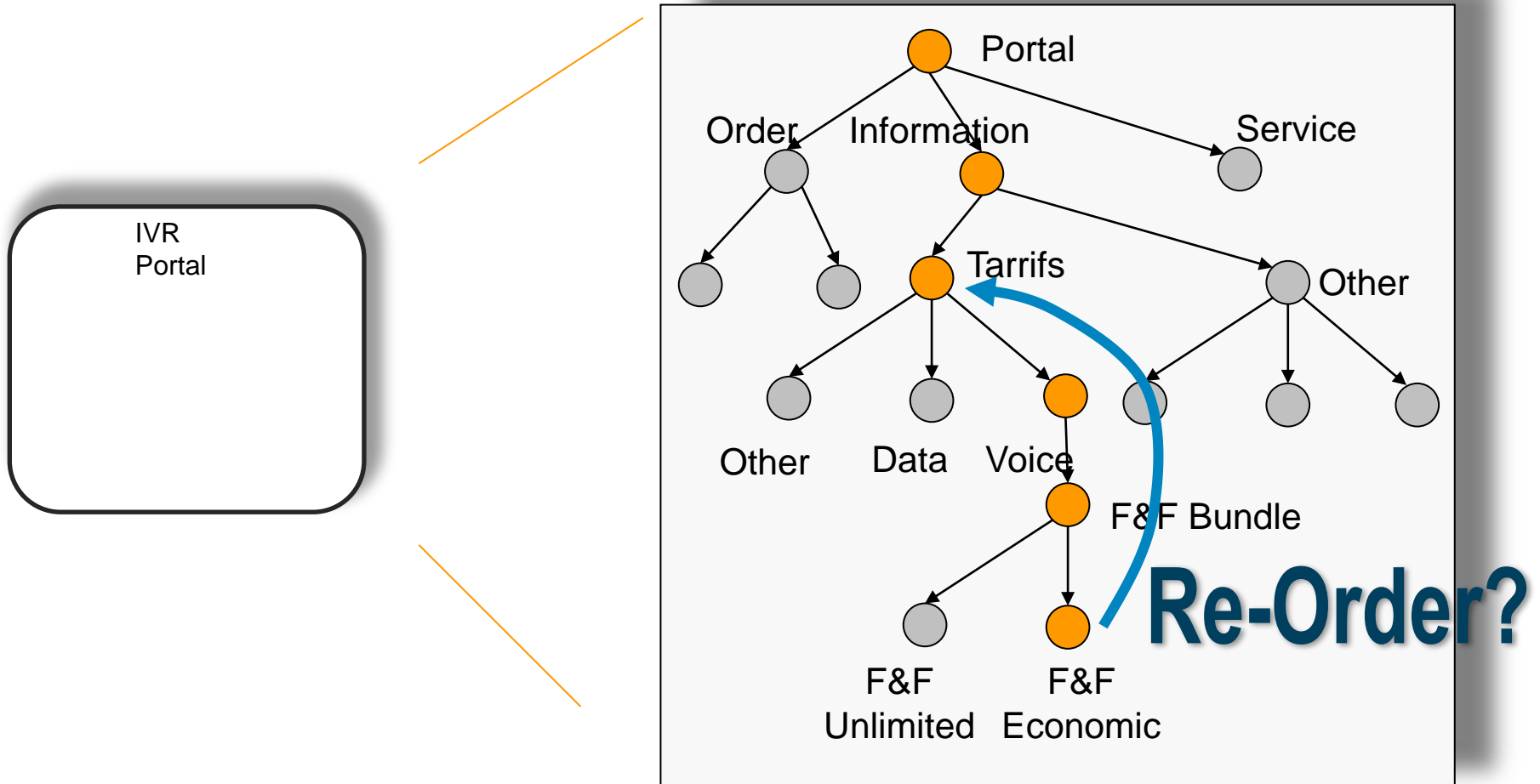
**Can Analytics help to improve the Customer Experience?**

# Moment of Truth 3: Customer Service

## Call Center & Customer Analytics

Example

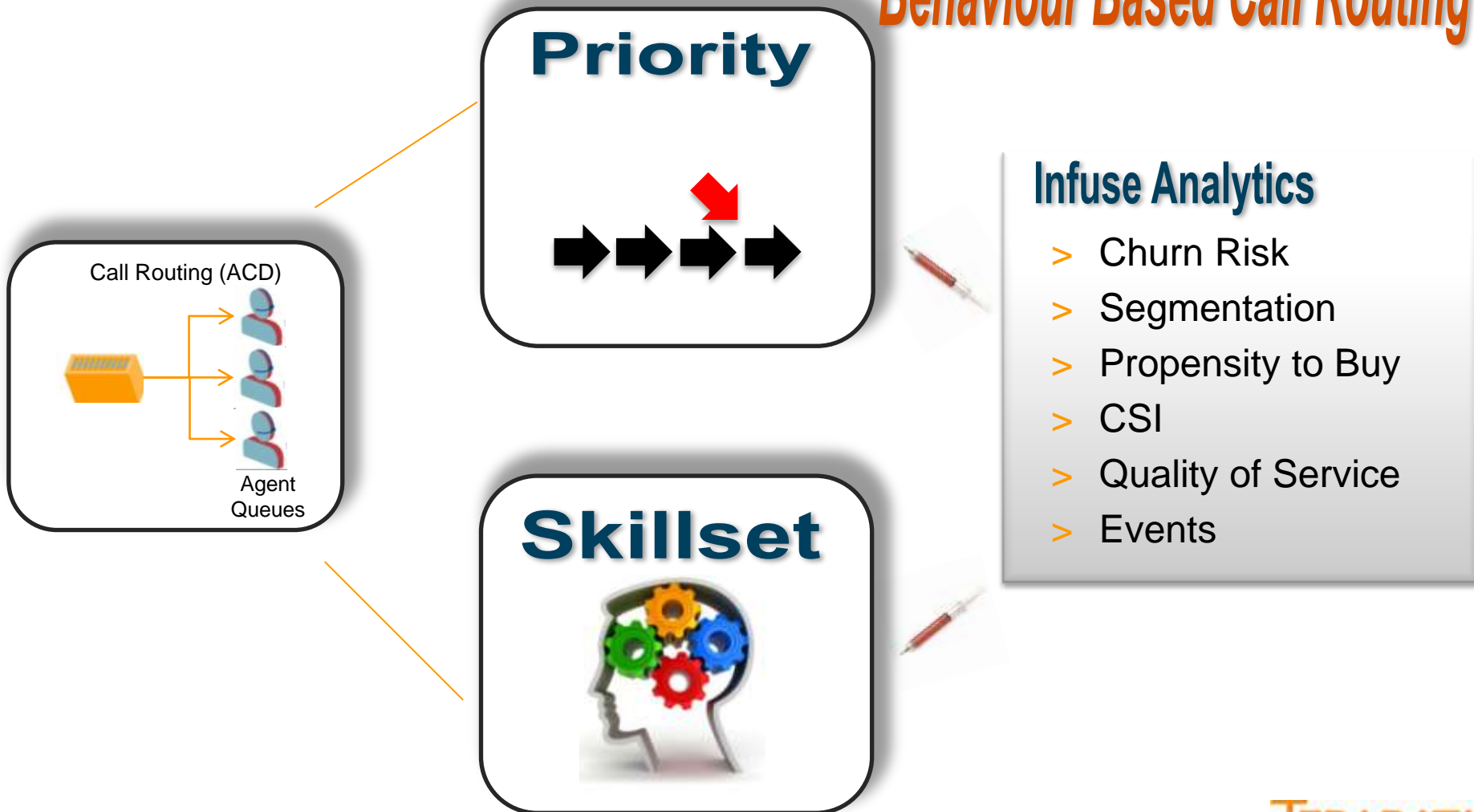
„40% of customers want to know about F&F Economic“



# Moment of Truth 3: Customer Service

## Call Center & Customer Analytics

### *Behaviour Based Call Routing*



Moment of Truth 3:  
Customer Service  
Call Center & Customer Analytics

Conversation



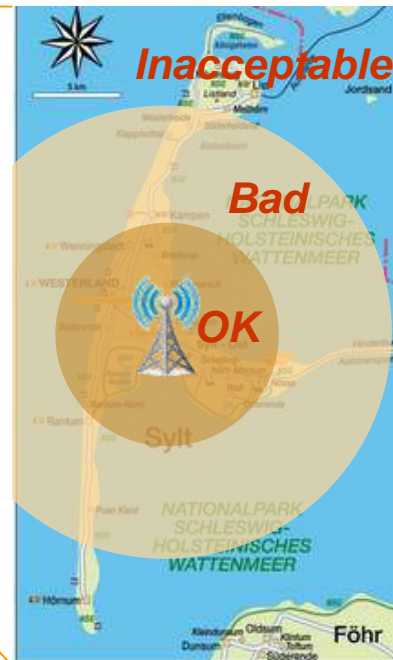
Agent  
at screen

Optimized Call Center Screen



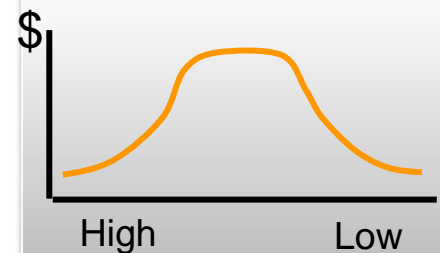
# Moment of Truth 4: Constant Product Quality Network & Customer Analytics

Call Drops  
vs. Coverage

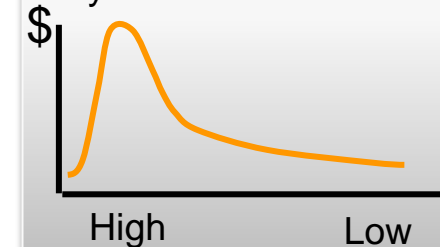


Value

Average Value Profile



Sylt Value Profile



Increase Network Capacity

# Agenda

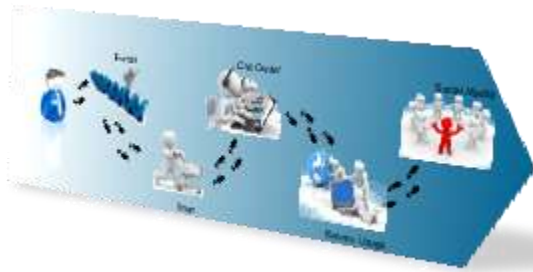
What is Customer Experience Management?

How to do it?

**What is required?**

# Summary

## What is required...



to create  
...a consistent experience...  
...across touchpoints...  
...at the moment of truth...  
...and meet the individual expectations?

1. **Integrated Data**

Usage

Web

CallCtr

...

Network

2. **Timeliness**

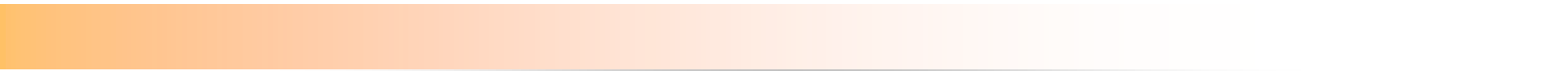


3. **Tools to support**





# Thank you!



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