

# ASSURING THE CUSTOMER EXPERIENCE

DEFINING A CUSTOMER-DRIVEN SERVICE ASSURANCE STRATEGY

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## INTRODUCTION

Customer-centric service assurance ensures that services given to customers are continuously available and performing to agreed service levels, allowing service providers to effectively resolve service issues, minimize customer impacts, and deliver improved customer service.

Service assurance systems and processes have been in place in organizations for many years. Essentially, service assurance systems and tools monitor network elements and resolve service impacting issues as they occur. However, recently there has been an industry shift towards customer-centric service assurance.

### **So, what exactly is meant by ‘customer-centric’?**

Customer-centric implies that services should be assured and impacts resolved with your most valuable customers in mind. As we all know, service interruptions do occur and they are regularly fixed. However, in order to be customer-centric, service providers need to do more. Before an issue is resolved, service providers need to know which customers are affected, what their actual service experience is, and how valuable the customer is to the business. And with this information, service providers can begin to deliver a differentiated customer experience.

The shift to customer-centricity is being driven both by service providers and their customers.

Customers are increasingly demanding better customer service from their service providers. When a customer’s service is interrupted, they expect the service provider to not only already know that they have been affected and to identify the cause of the impact, but they also expect the service provider to resolve the problem as quickly as possible, while keeping them apprised of the situation.

Service providers also recognize the need to move towards customer-centricity. By adopting a customer-centric approach and particularly by applying it to the most valuable customers, this allows service providers to differentiate themselves from their competitors, reduce churn and improve profitability.

This white paper will discuss the steps that are needed to build a customer-centric service assurance process in order to provide differentiated customer service and improve customer loyalty.

# SERVICE ASSURANCE TODAY

## A TYPICAL SERVICE ASSURANCE SCENARIO

Most service providers currently have service assurance strategies in place today. In fact, many companies are using tools and have processes in place to address core areas such as network management, inventory, trouble ticketing and service restoration. Using these tools, companies are effectively able to identify and fix network faults and performance issues as they occur.

However, the systems and processes currently in place are lacking elements of customer-centricity. This leads to frustrated customers and subsequently impacts service providers through customer churn and an overall reduction in profitability.

By way of an example, let's walk through a typical service assurance process:

TelServ is a global service provider. It offers wireless, wireline, and VoIP services to consumers and businesses. TelServ's VoIP service is relatively new, and is subject to some disruptions.

On Monday, March 27th, a cluster of TelServ's IP routers fail, which causes the VoIP service to go down for much of the Dallas area.

The monitoring system for the IP Router triggers an alarm in the fault management system. Based on the priority of the alarm from the fault management system, a ticket is automatically opened in the trouble-ticketing system. The case is then automatically routed to the Network Operations Center within TelServ and they start an investigation to determine which services and customers are affected.

Eventually, the Network Operations Center sees that CommBank, a large corporate VoIP subscriber is affected by the outage. They pull up CommBank's records and also see the company has a service level agreement (SLA) in place with TelServ that states that should the VoIP service fail to operate longer than four hours, then TelServ has to pay 50,000 dollars for every hour that the service is down.

The Network Operations Center starts to work on resolving the issue by sending out a technician to investigate the faults in the cluster. They also call CommBank to inform them of the outage and set expectations as to when the service will be restored.

The Network Operations Center also sends a notification to the customer care organization informing them of a major VoIP outage in the Dallas area and that it is expected to be resolved within two to four hours.

Meanwhile, John, an employee from CommBank, tries to use the VoIP service and realizes that it is down. John finds the TelServ corporate customer support number on his company intranet and calls to ask why the service is down. The customer service representative that answers the call sees that CommBank subscribes to the TelServ VoIP service that went down. From the notification received from the Network Operations Center, the customer service representative informs John that the service is expected to be restored in two to four hours.

While the Network Operations Center was working on the VoIP outage, they received a ticket for another issue, this time affecting their ATM service. However, TelServ decides to finish restoring the VoIP service before starting to investigate the ATM issue.

## AN ASSESSMENT OF THE PRESENT-DAY APPROACH

Overall the service assurance process in place at TelServ works well. TelServ can effectively identify service-impacting issues in real time, resolve the impact, and notify customers of the issue when they call in.

While this is a good process, significant improvements can be made in determining the value of the impacted customers and services in order to better assign priority to service issues.

In the above example, we see that TelServ effectively handles the VoIP service outage. However, what we didn't see was that the new ATM service fault that came into the queue impacts another corporate customer, Epic Corporation. Epic is a strategic customer because they are in a current sales cycle with TelServ, and are interested in purchasing an entire range of IP based services worth over two million dollars.

Without knowing that Epic was currently in a sales cycle, the Network Operations Center made a decision to fix the VoIP service because it came into the queue first. This caused a delay in fixing Epic's service, putting the two million dollar sales deal in jeopardy unnecessarily.

So, while many companies, such as TelServ, have an effective service assurance process in place, improvements can, and should, be made to move towards greater customer-centricity.

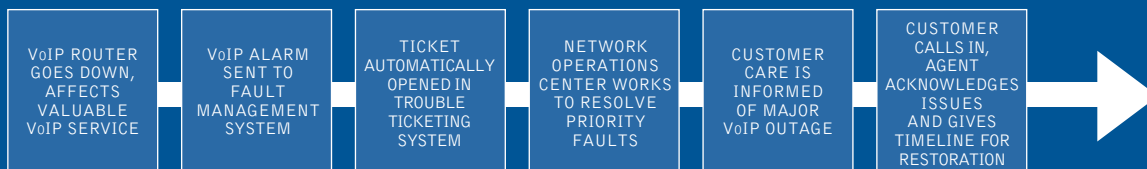
Without assessing the value of customers to your business and putting in place an automated prioritization process, service impacting issues will continue to be fixed on a 'first-in, first-out' basis.

Instead, service assurance processes should consider inputs such as service type and customer value. Only then can you begin to positively influence overall corporate goals such as increasing customer loyalty, reducing churn, and improving profitability.

"It is no longer enough to guarantee server uptime; it is the end user experience that counts. The key challenges here are how to describe the key services in meaningful terms to the buyer, how to map these services to the underlying infrastructure, and how to monitor the end-to-end performance of these services."

THOMAS MENDEL, PH.D.  
VICE PRESIDENT, RESEARCH DIRECTOR  
FORRESTER RESEARCH

FIGURE 1:  
TYPICAL SERVICE ASSURANCE PROCESS



# CUSTOMER-CENTRIC APPROACH TO SERVICE ASSURANCE

## THE SHIFT TO CUSTOMER-CENTRICITY

To achieve customer-centricity, service providers need to be able to tie the service assurance process to customer value. Service providers should re-think their service assurance strategy by keeping the following questions in mind:

- > How do I prioritize all the problems that I have to deal with?
  - > With hundreds of alarms and quality indicators, how do I filter the “noise”?
- > Which services are more important than others?
  - > How much revenue does a service bring in?
  - > Is it a new, strategic service offering that will provide a competitive edge? (e.g. IPTV)
  - > How profitable is the service?
- > What is the value of the customer?
  - > Are they a corporate or consumer customer?
  - > Do they have Service Level Agreements (SLAs) with penalties in place?
  - > Are they subscribing to multiple services?
  - > What is their propensity to churn?
  - > What is their Average Revenue/Margin per User (ARPU/AMPU)?
  - > What is their lifetime value?
- > How can I proactively let my customers know about service interruptions?
  - > Self-service channels such as web or interactive voice response systems (IVR)
  - > Email
  - > Pager
  - > Phone call

## A CUSTOMER-CENTRIC SERVICE ASSURANCE SCENARIO

Taking the above questions into consideration when addressing customer problems, **let's re-examine our previous scenario, but now, we'll adopt the customer-centric perspective:**

The difference in this scenario is that the service assurance process continuously taps into relevant customer, service, and network intelligence data that is gathered and continuously analyzed to determine the priority of the service impact.

The process collects business intelligence data such as number of affected customers, type of affected services, the SLAs in place, customer's propensity to churn, and other criteria. The data is then consolidated and analyzed and scores are generated based on the intelligence indicators. Service impacts can then be prioritized based on the given score.

In the case of TelServ, the process prioritizes the work orders according to the service-impact scoring analysis. Despite the fact that the VoIP outage affecting Commbank and the Dallas area occurred first, the ticket relating to the ATM service outage impacting Epic is prioritized to the top of the queue.

This prioritization occurred automatically because of TelServ's ongoing sales activities with Epic (worth two million dollars). While TelServ's contract with CommBank has an SLA with a penalty of 50,000 dollars, the advantage of winning the 2 million dollar deal outweighs the SLA penalty.

Now that the Network Operations Center is working on the ATM service, notifications are automatically sent to Customer Service, the Support IVR, the TelServ Account Manager for Epic, and finally, to Epic via TelServ's Self-Service portal.

The notifications provide a summary of the service impact and give an estimated four to six hour timeline for restoration to normal service. Also, as part of the defined business process, once the TelServ account manager for Epic receives the service impact notification, they immediately call their contact at Epic to personally notify them of the ATM service outage and when it will be resolved.

AN ASSESSMENT OF THE CUSTOMER-CENTRIC SERVICE ASSURANCE APPROACH

In the customer-centric scenario, we see that the service assurance process is much more effective. Service providers such as TelServ can prioritize service impacts according to their customer’s value rather than on a “first-in first-out” basis.

In fact, as we saw in the scenario, by fixing Epic’s issue first, TelServ not only kept a valuable customer happy, but it meant that a 2 million dollar sales deal was not placed at risk due to a support issue. So, while a 50,000 dollar SLA penalty may have to be paid out to CommBank, winning the Epic deal will greatly add to TelServ’s bottom line. And since the service impact analysis is performed at the time the outages occur, TelServ was able to identify Epic’s problem as a higher priority based on the service impact scores.

Advantages of the customer-centric approach include:

**Differentiated customer service**

- > By collecting key customer, service, and network intelligence, you can be proactive in tailoring your customer service to suit your customers
- > By knowing the value of each customer, you can focus your efforts on your most valuable customers and those most likely to churn

**Improved profitability**

- > By prioritizing impacts according to customer value, propensity to churn and other key value indicators, you improve your profitability
- > As processes are automated and employees now focus on the highest-value and financially viable impacts, you also reduce costs

**Improved organizational alignment and efficiency**

- > The business can define customer-value criteria, while operations adhere to pre-defined rules through the use of automated processes

**Ability to win new business**

- > As you track and measure network and customer value indicators, you can begin to offer new service plans and customized SLAs to both ensure the renewal of existing customer contracts and to help win new business

“Service providers must implement customer-centric service management in order to differentiate on customer service. Through automation of fulfillment and assurance processes, by proactively linking the network, services and customers, service providers will be able to create operational efficiencies that will lower operating expenses while providing differentiated service.”

PAUL HUGHES  
VICE PRESIDENT COMMUNICATIONS SOFTWARE STRATEGIES  
YANKEE GROUP

FIGURE 2:  
CUSTOMER-CENTRIC SERVICE ASSURANCE PROCESS



# BUILDING YOUR CUSTOMER-CENTRIC SERVICE ASSURANCE STRATEGY

The following eight steps provide the building blocks you need to create an end-to-end customer-centric service assurance strategy.

## 1. COLLECT CUSTOMER BUSINESS INTELLIGENCE DATA AND SERVICE USAGE BEHAVIOR

So that you can accurately determine customer value and prioritize service impacts accordingly, the first step involves gathering business intelligence data about your customers. This means not only collecting intelligence data, but also continuously updating it. The data should include information such as:

- > Customer segment (corporate versus consumer or multiple)
- > Number and type of subscribed services
- > Service level agreements (SLAs) in place
- > Propensity to churn
- > Average revenue per user (ARPU) or average margin per user (AMPU)
- > Customer profitability

In addition, the business intelligence data should also be combined with key information on service offerings, such as:

- > Revenue per service offering
- > Strategic value of service (for example, a new offering such as IPTV may be a high priority)
- > Profitability of service

A scoring model should be designed that will take all the above-mentioned indicators into account, in order to generate specific scoring data for you to use throughout your customer-centric service assurance process.

## 2. DEFINE A UNIFIED SERVICE VIEW

Creating a unified service view requires a three-pronged approach:

- > First of all, you need to accurately capture and document the physical and logical resources of your network that are used to support customer and network services. This information is typically modeled in commercial inventory products, as well as inhouse legacy solutions
- > The second step is to gain a clear understanding of the services installed within your subscriber base and how they have been provisioned. As subscriber services cross multiple domains and networks, this information will typically be stored in numerous inventory products. You will need to find out information such as which services are active, which equipment has been installed at the customers' premises, the core network components that support the service, and the access technologies and infrastructure that are used
- > Finally, by linking these two pieces of information together, you can create a unified service view that connects the network inventory to the subscriber installed services – the common denominator being the network elements that were provisioned to make up the service

## 3. INTEGRATE FAULT AND PERFORMANCE MANAGEMENT SYSTEMS WITH YOUR TROUBLE TICKETING SYSTEM

You probably have fault management tools in place from vendors such as IBM to track, correlate and escalate network alarms. You may also have performance management systems in place from vendors such as HP, to track network performance and overall quality of service. To increase productivity, your fault and performance management systems should be integrated to your trouble ticketing system. Once the fault or performance management systems detect, correlate, and prioritize network faults or performance degradations, they can trigger a business process to automatically create a network trouble ticket that is sent to the Network Operations Center for resolution. This is the first step towards proactive customer-centric service assurance.

Ideally, the trouble ticketing system that you use in your Network Operations Center is also connected to your customer care application. This offers you increased transparency between your customer service organization and your network engineering group. This means your customer service representatives will now gain better visibility relating to customer impacting faults or performance issues, and your customers will benefit from an improved service experience.

#### **4. IDENTIFY WHICH SERVICES AND CUSTOMERS ARE AFFECTED BY SERVICE IMPACTS**

This step ties everything together, as it takes into account many of the steps already described above in order to identify which services and customers are affected by service impacts. The best way to explain how this is done is to walk through the scenario below.

As elements degrade or fail, a series of alarms are sent to your fault and/or performance management systems. The fault and performance management systems then correlate, de-duplicate, and validate the alarms, confirming a fault or degradation. Because you have linked your fault/performance management system to your trouble ticketing system a ticket gets created containing the nature of the fault, and the element impacted (see step 3).

The trouble ticketing system checks the unified service view to determine which services and customers are associated to the impacted element (see step 2). The result is that the trouble ticket sent to your Network Operations Center or Customer Care group now provides you with a 360-degree view of the customer(s) impacted, the service(s) impacted, and the associated network elements.

This is a critical step as it ties in the customer information, providing the basis for your customer-centric service assurance process.

#### **5. PRIORITIZE SERVICE IMPACTING ISSUES BASED ON CUSTOMER VALUE**

Once a service impacting event occurs and your fault management or performance monitoring tools trigger the opening of a trouble ticket, you then need to ensure that you prioritize the ticket correctly in comparison with all the other impacts that are taking place at the same time. Based on all the customer and service data that you collected and consolidated in step 1 above, you can then give each problem an overall score so that you can rank and prioritize them accordingly. This ensures that your Network Operations Center will work on the highest-priority tickets first.

Today, service impacts are mainly prioritized according to the knowledge of experienced network engineers. However, this step now streamlines the process by utilizing consistent and up-to-date data. And it also ensures that you make consistent service decisions that focus on customer and service value to your business, so that you can improve customer loyalty and increase revenue.

#### **6. SEND PROACTIVE NOTIFICATION OF SERVICE PROBLEMS TO AFFECTED CUSTOMERS AS NEEDED**

Once you have identified a service impact and a resolution is underway, you can proactively send notifications to customers as needed. Not all service impacts will require customer notification as many will be handled quickly and will not impact customers. However, for the service outages that take longer to resolve or that affect a valuable or large group of customers, you should ensure that you give proactive customer notification. And this should not only be done quickly, but should also include a reason for the impact and if possible, a timeline for restoration.

Your first notification should be to your company's customer support center. If a corporate customer is affected, then you should notify the corporate support group and the corporate account team. You should provide the notification through any or all of the following channels:

- > Customer support self-service website
- > Customer support interactive voice response system (IVR)
- > Email
- > Phone call
- > Pager

**7. OFFER CUSTOMIZED SERVICE LEVEL AGREEMENTS (SLAS) TO KEY CUSTOMERS**

Now that you have a customer-centric service assurance process in place, you can use the customer intelligence data to offer differentiated support plans and customized SLAs to key customers. For example, based on the data you have collected, you know that IPTV is a strategic service for your company. Plus, you found out that if a customer calls more than three times to get technical help with their IPTV service, 60% of them will cancel their service within six months. So, in order to keep customers of this strategic service, you could offer a dedicated customer support phone number to IPTV customers along with a custom SLA. The support hotline would only staff IPTV experts in order to accelerate the resolution of customer issues and the SLA would guarantee that quality of service would meet or exceed contractual defined expectations.

Being able to offer customized service plans and SLAs not only increases overall customer loyalty, but it would allow you to win new business and provide incentive for your customers to renew their maintenance contracts.

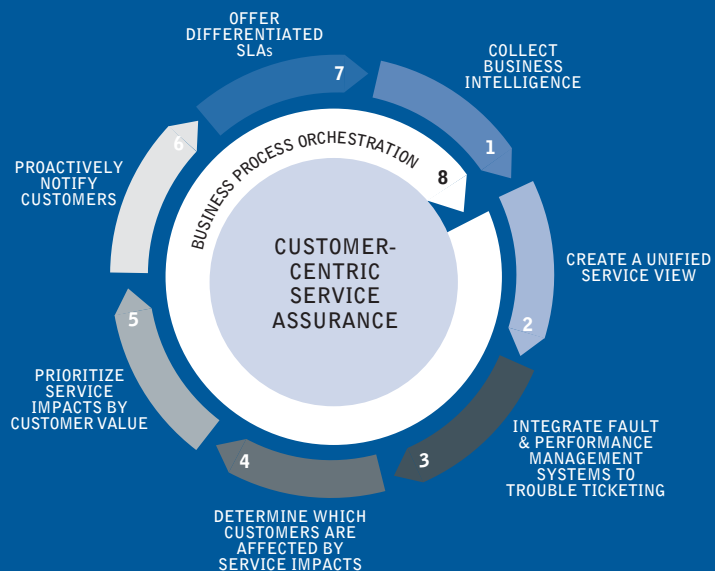
**8. TAKE CONTROL OF YOUR CUSTOMER-CENTRIC SERVICE ASSURANCE PROCESSES THROUGH BUSINESS PROCESS ORCHESTRATION**

In a typical customer-centric service assurance process, the process begins with a problem. The problem can be a network element failing (such as the VoIP router going down in our first scenario), or jitter on a VoIP service that is impacting Quality of Service (QoS). As we have seen, these problems trigger a chain reaction of other events, tasks or transactions that must occur within a certain timeframe in order to be considered successfully handled. Tasks requiring such automation and control would include identifying any impacted services, confirming the service level agreements for the impacted services, identifying and prioritizing the customers that are impacted, and identifying which elements on the network or at the customer’s site need to be repaired or replaced.

As large-scale automation of routine restoration activities is a key success factor for service providers, it is critical that the service restoration process depicted above be completed as quickly and accurately as possible. In order to do this, your business process orchestration engine should, at a minimum, provide the following:

- > An easy-to-use, graphical-process design tool, which allows your business analysts to configure the required libraries to restore your services as quickly as possible, including dependencies, conditions, “wait” and “retry” times, etc.
- > A process library that contains different processes for different types of problems and services. For example, the assurance process for VoIP is different from the assurance process for PSTN
- > The ability to extend these processes to “touch” other systems, such as systems in the network, or activation layers or even your billing system (the latter should resume billing once services have been restored, if billing had been suspended during the outage period)
- > Continuous visibility into the customer-centric service assurance processes for managers in customer service and network operations. This requires your process orchestration engine to provide performance metrics and key performance indicators, including real-time alerts on service outages that can be viewed from a central monitoring dashboard

FIGURE 3:  
END-TO-END CUSTOMER-CENTRIC  
SERVICE ASSURANCE



# AMDOCS AND SERVICE ASSURANCE

## A COMPLETE SERVICE ASSURANCE SOLUTION

The Amdocs Customer-Centric Service Assurance Solution offers service providers best-in-class, pre-integrated software products, partner solutions, comprehensive consulting, implementation and integration services, and predefined service provider-specific processes and templates.

Our consultants work with you to determine how and where to make performance improvements. Our end-to-end, business-process orientation provides effective process integration across operational boundaries, offering you our business process expertise, as well as pre-designed, service provider-specific product templates for lower-cost, process-driven OSS integration. And our service assurance processes are based on Enhanced Telecom Operations (eTOM) and IT Infrastructure Library (ITIL) best practices so that your core processes are understood by customers and your entire organization.

Our integrated product portfolio, combined with proven integration services and project execution capabilities, provide you with a reduced cost, time and risk deployment. And you also benefit from a single source of accountability for strategy, design and implementation of the complete solution.

### MANAGE PROBLEM RESOLUTION

Regardless of whether it's an unrealistic expectation, customers want services to be available to them all the time. So when a service disruption occurs, customers can become frustrated enough to simply switch their business over to your competition. However, if you can manage your customers' expectations and proactively notify them when an issue occurs, that can go a long way towards preserving customer relationships and loyalty. This solution allows you to manage service problems when, and even before, they occur. And since you can correlate service issues to affected customers, you can advise them of planned or unplanned disruptions, improving customer satisfaction and keeping operational costs down.

### MEET CUSTOMER EXPECTATIONS AND SERVICE LEVELS

One of your key challenges is making sure that you meet your service level agreements. Many times, service level agreements are promised to customers, yet your business processes and systems may not be able to track whether or not you are actually meeting your service levels. The Amdocs Customer-Centric Service Assurance Solution allows you to track and adhere to your service level agreements, preventing you from incurring costly penalties. The solution also allows you to prioritize customers based on their service level agreement status or their customer value so that you can respond in the most productive and effective manner.

### EFFECTIVELY MANAGE CHANGE

If a service change is necessary, you need to make sure that the change won't negatively impact your customers. You also need to assess, plan, review and implement changes as quickly and seamlessly as possible. This solution enables you to manage necessary service changes while limiting any potentially negative impact on your customers. It also ensures cross-organizational alignment and a more agile response to IT change.

## SOLUTION COMPONENTS: PRODUCT AND SERVICE DESCRIPTIONS

### PRODUCTS IN THE AMDOCS CUSTOMER-CENTRIC SERVICE ASSURANCE SOLUTION

- > **Amdocs Support** manages all aspects of your customer service and support and service quality needs. It is a fully integrated customer request and trouble management solution offering a set of features to ensure overall customer satisfaction
- > **Amdocs SLA Manager** offers you a closed-loop system for measuring, monitoring and managing achievable quality-of-service goals with your customers.
- > **Amdocs Change Manager**, designed in accordance with ITIL and eTOM best practice guidelines, provides a solution to assess, plan, approve, implement and review changes to public or private network infrastructure.
- > **Amdocs Contracts** enables you to create, manage, view and monitor contracts with customers or partners.
- > **Amdocs Field Service** enables your services representatives to quickly select and dispatch the most appropriate field service technician with the required parts, provide accurate information about the customer, the product, the issue and service information for accurate billing.
- > **Amdocs B/OSS Manager** enables you to bridge the gap between BSS and OSS, service fulfillment and assurance, as well as next-generation and legacy services, providing a unified process-management framework that coordinates all service management flows through a centralized environment.
- > **Amdocs Unified Service Manager** is a unified repository that links your service network resources with customers and products, consolidates service information for distributing amongst network resource managers and maintains an end-to-end service representation for fulfillment and assurance.
- > **Amdocs Cramer Resource Manager** allows you to maintain an accurate model of all your network resources, supporting all technologies, devices and services from both a physical and logical perspective. It also allows you to consolidate existing inventory systems to gain an accurate view of all network resources and relationships.
- > **Amdocs Logistics** enables you to manage your spare-part inventories and handle fast-paced, high-value parts transactions and repairs. It allows you to manage spare-part requests, pricing and cost as well as track parts and their performance.

## AMDOCS CUSTOMER-CENTRIC SERVICE ASSURANCE SERVICES

Amdocs Customer-Centric Service Assurance Services are based on the telecommunications experience, best practices, advanced methodologies and end-to-end processes that we've developed over the last 25 years, in order to deliver proven results and minimize exposure to risk. We provide services in three different areas to help you see the whole service assurance picture:

- > **OSS Rationalization Services** – Help you develop a business case and roadmap
- > **OSS Transformation Services** – Help you define requirements, configuration, data migration, testing, and program management
- > **OSS Optimization Services** – Help you to get more value from your existing solution And whichever type of service you choose, all of them can examine any or all of the following service assurance issues, depending upon what you need:
  - > Managing network-facing faults, including correlating events and automatically generating trouble tickets
  - > Managing customer-facing problems, including service level agreements managing entitlements
  - > Coordinating and tracking problem resolutions through effective change management
  - > Prioritizing dispatches and managing your field workforce Integrated logistics and parts management

## OUR CUSTOMER-CENTRIC SERVICE ASSURANCE PARTNER ECOSYSTEM

### Network Management:

- > IBM, HP

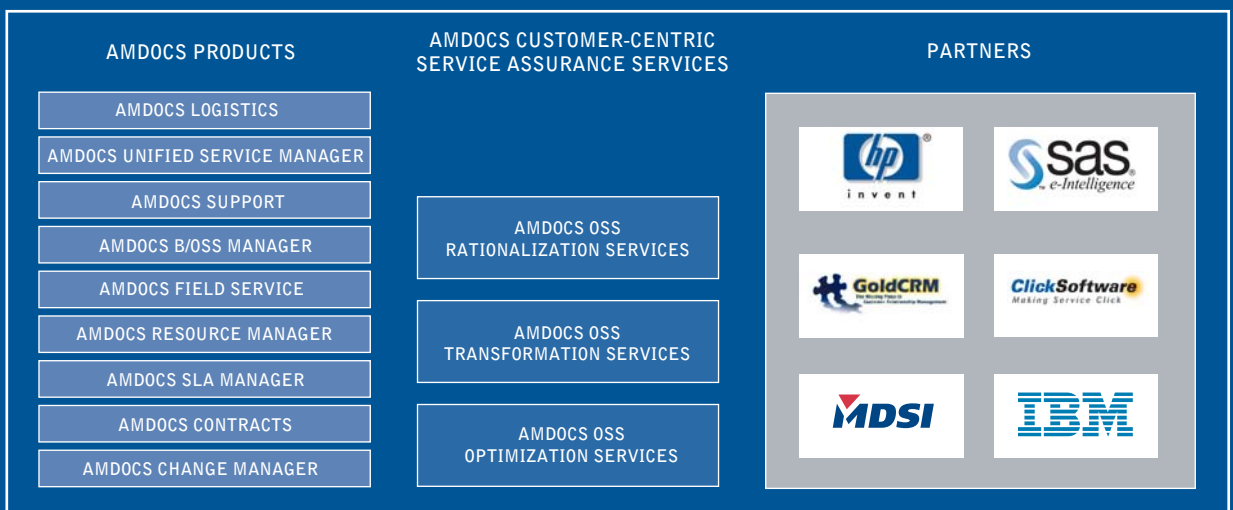
### Field Service:

- > Click Software, GoldCRM, MDSI

### Business Intelligence:

- > SAS

FIGURE 4:  
AMDOCS CUSTOMER-CENTRIC SERVICE ASSURANCE SOLUTION



## BT WHOLESALE CASE STUDY

“With Amdocs world-class products, we improve the customer experience and save costs.”

PHIL DANCE  
CIO – TECHNOLOGY, BT ONE IT

**BT Wholesale, the network services arm of the leading communications service provider in the UK, has benefited from the Amdocs Service Management suite in improving efficiency and customer service in end-to-end ordering, fulfillment and service assurance for new generation voice and data services for more than 30 million customers.**

### RELYING ON THE AMDocs SERVICE MANAGEMENT SUITE

Currently we use Amdocs as our service management platform to meet the needs of over 30 million customers in the UK. Based on our success with Amdocs, we are increasing our usage of the product to 10,000 BT Wholesale personnel. As we grow our broadband business, we’re confident the Amdocs Service Management suite can support it. For corporate users, we’re using Amdocs to support our extensive set of IP VPN offerings, both here in the UK and in Europe.

### COST SAVINGS & ROI

By using Amdocs, we are able to reduce our costs and provide more cost-effective service to our customers. Amdocs Service Management products enable us to streamline our processes and reduce the number of manual handoffs. That makes the process cycle shorter and requires fewer people. We think we will reduce costs by £20 million a year through the implementation of the Process Manager product in the broadband operations domain.

In addition, we’ve been able to improve our field force productivity by 10% on a workforce of 6,000. Building solutions with Amdocs means that we can confidently embark on projects, knowing that we’ll get our return on those investments.

### TRANSLATING COMPLEXITY TO SIMPLICITY

We’re at a watershed in our industry as we move from the conventional circuit switched networks to the world of IP. The power of the Amdocs Service Management suite is its ability to handle the complex changes in today’s marketplace. The Amdocs Service Management suite translates network complexity so consumers of telecommunications services perceive a simple service, which is actually made up of many very complex parts. It’s really the power of the Process Manager that it is a flexible tool that can deal with complexity, and that makes the Amdocs product so attractive to us. The flexibility of the Process Manager means that we’re able to implement changes at very short notice and this gives us a big competitive advantage.

### TIME TO MARKET

We’re looking to use the Amdocs Service Management suite in the full-scale launch of SDSL products. Traditionally, a product of that complexity might take 15 months to two years to build. Now we’re looking at a six-month implementation with Amdocs. This helps us improve our speed to market and reduces product development costs. More importantly, it increases revenue from that product as we get it into the marketplace quicker.

### WORKING TOGETHER

One of the advantages we see of working with Amdocs is not only that Amdocs has world-class products but it also has world-class professionals who help us to implement those products in the right way. We get excellent products, services and support from Amdocs. We’ve been delighted by the professionalism we’ve seen in Amdocs, and we find it very easy to integrate our own software engineering teams with those from Amdocs.

### ON-TIME ORDERING & FULFILLMENT FOR INCREASED CUSTOMER SATISFACTION

The Amdocs Service Management suite enables us to make ordering and fulfillment processes simpler and more complete, so that we get the right order, in the right place, at the right time for our customers. The Amdocs Service Management suite ensures that once a customer is committed to an order, we can deliver it to the customer on the required date to the required degree of quality. Amdocs enables us to initiate services with less manual intervention for a lower cost. We complete transactions for our customers much more quickly and efficiently than before, and we are able to keep them fully informed about the progress of their orders. This leads to increased customer satisfaction.

### SUPPORTING SCALABILITY & FLEXIBILITY

The world of the Internet means that our system has to be available to take orders around the clock for an increased volume of complex services. Amdocs is able to scale for our needs. As we continue to grow, the Amdocs Service Management engine will be able to keep pace with us and connect our customers through to our networks for many years to come. We’re moving from a world of telephony to a world in which virtually every item in your home is connected to a communications device somewhere, which will increase the number of messaging events going across our network and the range of services we provide. All of those will need to be ordered, configured and billed. We’re confident that, working with Amdocs, we’ll be able to meet this challenge.

# BT WHOLESALE – COMPANY AT A GLANCE

## **BT WHOLESALE**

Customer: BT Group

Headquarters: London, UK

Web site: [www.bt.com](http://www.bt.com)

Employees: 104,700 (2003)

Group turnover: £18.7 billion (year-end, March 2003)

Subscribers: 21 million corporate & residential

30 million exchange lines

## **CHALLENGE**

Improve profitability by focusing on operational efficiency

## **SOLUTION**

Deploy Amdocs Service Management as a strategic solution that delivers

- > Common platform for customer data, process & jeopardy management
- > Efficient process automation & workforce management

## **RESULTS**

- > Reduced costs by £20 million a year
- > Improved field force productivity by 10% on a workforce of 6,000
- > Streamlined the ordering & fulfillment process
- > Reduced manual intervention & costs for initiating services
- > Enabled rapid change implementation for a competitive advantage

## **TECHNICAL SPECIFICATIONS**

Since 1995, incremental adoption, with over 10,000 users:

- > Network Fault Management – managing network-facing trouble tickets
- > Service Fulfillment – joint development of Process Manager application to manage complex ordering
- > Problem Management – customer-facing trouble tickets
- > Network Build – order & project management for core network construction BT Global Services
- > Pan-European standard operating environment IT Service Desk
- > Problem & Change Management

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## ABOUT AMDOCS

Amdocs combines innovative software and services with deep business knowledge to accelerate implementation of integrated customer management by the world's leading service providers. By delivering a comprehensive portfolio of software and services that spans the customer lifecycle, Amdocs enables service companies to deliver an *intentional customer experience*<sup>™</sup>, which results in stronger, more profitable customer relationships. Service providers also benefit from a rapid return on investment, lower total cost of ownership and improved operational efficiencies. A global company with revenue of \$2.48 billion in fiscal 2006, Amdocs has more than 16,000 employees and serves customers in more than 50 countries around the world.

## ABOUT CRAMER, AMDOCS OSS DIVISION

Cramer, Amdocs OSS Division, was formed following the acquisition of Cramer, a leading provider of operations support systems (OSS). The combined Amdocs-Cramer solution is unique in its combination of OSS and BSS, delivering complete visibility of the customer, the network and the service. This will help service providers' transition from legacy to next-generation networks and systems, and rapidly launch new converged services that quickly turn network investment into service revenue.



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