



CEM on Demand from Nokia Siemens Networks

Making it easier than ever to manage the
customer experience



Some 40% of high-value customers are likely to change providers in the next 12 months¹. Customer Experience Management on Demand generates insight and related action to help operators keep their customers happy where they are.

“The more recent entrant into the CEM space is the network infrastructure equipment provider. This group of competitors, led by Nokia Siemens Networks (NSN) in terms of market visibility... arguably brings the most comprehensive solution to operators.”

*Joe McGarvey,
Current Analysis: Customer
Experience Management III: The
Early Competitive Landscape
report, November 2011*

Today's media-savvy customers want it all. They want all their favorite apps and content available on any device, at any time and wherever they happen to be. They demand an excellent communications experience and they'll change their service provider if they don't get it. No wonder improving the customer experience is the top business goal for more than four out of five operators².

So, insight into how users are experiencing their services and the capability to take action based on this insight are more important than ever.

Unique CEM on Demand portal is a window on customer experience

To address this opportunity, operators need key capabilities to gather real-time data from multiple sources, generate holistic insight about the

customer experience, and use it to prioritize and trigger concrete actions to improve the customer experience and their business results.

CEM on Demand answers this challenge, making it easier than ever for operators to hear the 'voice of their customers' and manage the customer experience.

CEM on Demand combines an innovative dashboard view of the customer-centric performance indicators with software-generated content packs for specific operator departments.

Information sharing across the organization

With CEM on Demand, operators can access and share information across their entire organization from operations to marketing to customer care. Because everyone uses the same tool, they speak the same

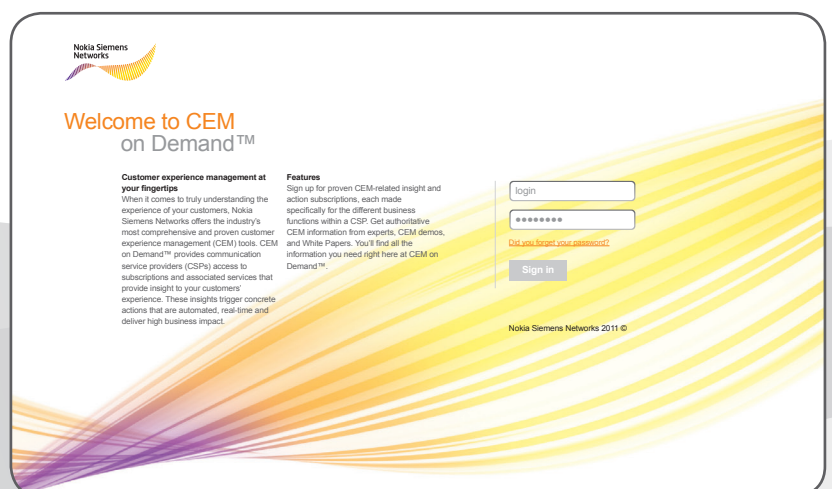
language, without the need for specialist knowledge.

The CEM on Demand portal is available for tablet PCs and other portable devices, giving operator staff flexibility to access customer experience dashboards on the go.

And to best fit the operator's needs, several business and delivery models for CEM on Demand are available, covering both onsite and remote delivery.

The Software as a Service model, for example, is available as a hosted or cloud solution. This option allows operators to implement and use CEM capabilities quickly with low risk and without needing to manage the related IT infrastructure.

Nokia Siemens Networks also provides CEM as a complete Managed Service either locally or from our Global Network Operations Centers (GNOCs).



CEM on Demand's user friendly online portal offers a single entry point to a customer-centric dashboard view of insight and needed improvement actions.

¹ Nokia Siemens Networks Customer Acquisition and Retention study 2011

² Nokia Siemens Networks Business Evolution Study 2010

Off-the-shelf content packs show insight and action

Best-practice content packs, which incorporate the knowledge and experience gained in hundreds of customer cases, are the cornerstone of CEM on Demand. Each content pack combines a set of customer-centric reports and dashboards that show the insight derived from key performance indicators (KPIs) and the action needed to make improvements and achieve business results.

By selecting the content packs that are most relevant for their organization, operators can take a phased and manageable approach, introducing and achieving value from CEM across their organization. Three examples of content packs include High-value customer insight, Roamer insight, and Device configuration for campaigns.

High-value customer insight

By enabling an excellent experience, the High-value customer insight content pack helps protect revenue and reduce churn. It provides a real-time view of the mobile broadband experiences across the operator's market, based on performance indicators such as plan usage, revenue, hotspots and locations, devices and device performance, roaming and service quality.

For one Asian operator with 10 million subscribers, such insight enables excellent service quality, helping to protect revenue, reduce churn and potentially to increase revenue by 9.4 million euros over five years.

Roamer insight

Providing network roamers with excellent service quality helps to boost revenue streams. The Inbound roamer insight content pack gives operators real-time visibility of the service quality, service usage, locations and devices used by inbound roamers. The dashboards and reports show average stay, volumes, service usage and failure rates and other key performance indicators, broken down by location and device.

If needed, the operator can drill down to the individual subscriber. Using this insight, they can take appropriate actions to ensure that roaming subscribers can make calls, send messages and access the data that they need. Retaining roamers within their network for the duration of their stay raises the operator's revenue potential from these subscribers and

makes it easier to manage roaming partner agreements.

The result is excellent service quality, resulting in a potential revenue gain of 5 million euros over five years for an Asian operator with 10 million subscribers.

Getting the settings right with Device configuration for campaigns

When they launch a new campaign for a service that requires specific settings, operators can send the right settings to all the devices in their target segment using the Device configuration for campaigns content pack.



Best-practice content packs incorporate the knowledge and experience gained in hundreds of customer cases.

Experience and expertise operators can trust

A modular architecture and proven software solutions are the foundation of CEM on Demand. Designed to handle real-time data, processes and actions, the CEM on Demand engine ensures high quality and seamless flow of data. In other words, it delivers data that operators can trust.

Our Customer Experience Management references, with Bharti India, Telefonica Spain, or Zain Kuwait, underpin our leading position. We are the world's number one in Subscriber Data Management (SDM), with over 2.9 billion subscribers served by more than 140 customers worldwide.

We provide customer insight and experience solutions for more than 325 operators, and we've successfully carried out more than 200 end-user service optimization projects.

Nokia Siemens Networks also manages the world's largest MMS center, handling 8,000 messages per second, as well as the world's largest SMS center, which processes 50,000 messages per second.

As part of our managed services agreements, we currently manage nearly one million network elements from our Global Network Operations Centers (GNOCs), 60% of which are from other vendors.

We are helping operators stay tuned to their customers to provide a personalized experience with the right quality at the right time

"Nokia Siemens Networks stands out among the major network providers for having a well-articulated CEM strategy."

*Caroline Chappell,
Heavy Reading, Customer
experience management still
needs to bridge the chasm,
October 2011*

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