

Zain Kuwait set to offer the best-in-class Customer Experience with Nokia Siemens Networks



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Zain Kuwait, one of Middle East's premier operators, is targeting leadership in customer satisfaction in the region and has been exploring options to enhance user quality by making strategic changes in its network infrastructure. As such, they wanted to expand the functionality of their standard Serve atOnce Traffica for MSS, which has been successfully providing a real time view of the control plane (call control, signalling and mobility mgmt),

to the area of voice quality by deploying the new Serve atOnce Traffica for MGW solution. This is where Nokia Siemens Networks stepped in with an upgrade and expansion to its existing product to enable an enhanced subscriber-centric real-time monitoring and reporting solution to be deployed. By switching from traditional network-based alarms to subscriber-based alarms, Zain can prioritize the quality problems of high value customers with their operations department, who can proactively solve problems (even before customers notice them) and speed up request and complaint resolution time in customer care, thus boosting operational efficiency.

Apart from the excellent capabilities provided by our standard Traffica for MSS solution, Zain Kuwait was also planning to expand the scope of traditional operational monitoring to cover longer period trending and reporting capabilities. By understanding their requirements, Nokia Siemens Networks has leveraged its expertise and technical leadership to address the customer's pain-points in the best possible manner

Traffica for MGW ensures voice quality

The Traffica for MGW solution enables the real-time monitoring of end-user voice quality per call. A great improvement from the previous situation where the absence of end-customer voice quality parameters had made it very difficult to assess complaints related to call quality at the end customer interface.

Serve atOnce Intelligence Platform proves its value

The Serve atOnce Intelligence Platform, provided by Nokia Siemens Networks, enables customer insight and experience generation for a wide range of CSP processes. Marketing reports, along with management dashboards, are two of the broad areas that fall under its scope. It draws data from multiple sources and reflects

real-time customer behavior in dynamic and flexible dashboards that show mobile terminal performance in the network, roaming, international call performance and SLA reporting for corporate customers

Device Management benefits customers

Zain Kuwait is also able to intelligently manage device settings, including those of smartphones, with our Device Management solution, improvements which will be directly seen by the customers. Terminal Information can be made available to Customer Care and reports generated can also be used by Marketing to analyze device type profiles for better campaign planning and trend analysis.

Next generation Customer Care

Zain Kuwait's customer-care department is still developing their capability to assess real end-customer experience. Traffica for Customer Care supports them by providing the same information to customer service agents thus boosting the first call resolution and operational efficiency in this process. In turn, it will help the operator correct simple issues during the first interaction with end-customer. All in all, it translates into a better level of efficiency with a reduction in the amount of trouble tickets as well as more accurate trouble ticket resolution.

Nokia Siemens Networks has continued to be one of Zain Kuwait's trusted partners, and is proud to have taken the relationship to the next level.

"Deployment of Nokia Siemens Networks' Traffica real-time monitoring platform and Serve atOnce Intelligence reporting solution, along with customer care enhancements, enables Zain Kuwait to deliver a superior customer experience. We are very satisfied with these new capabilities, which provide insight from multiple sources and enable us to take the right action to achieve the right outcome, all in an immediate and unbroken real-time feedback loop."

Monther Al-Omani
Core Department Manager
Zain Kuwait

Challenges

- Ensuring best-in-class user quality
- Expanding the scope of operational monitoring capabilities
- Revamping the existing customer-care set-up

Solutions

- Serve atOnce Intelligence Platform
- Traffica for customer care, along with Terminal Information Platform
- Traffica for MGW solution

Benefits

- Robust mechanism to track and monitor voice quality
- Customer segmentation based on key metrics like terminal, service, usage, value and customer experience
- Focused and target-oriented market campaigns
- Increased efficiency in the area of Customer Care, thanks to optimization of costs and accuracy in trouble tickets