

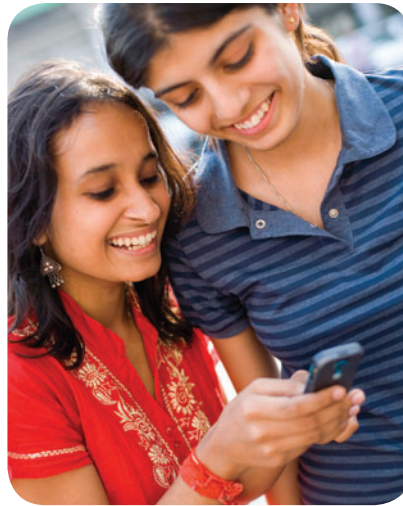
Serve atOnce Traffica: Improving customer insights with real-time subscriber-level information

Nokia Siemens
Networks



“Serve atOnce Traffica is more than just a traffic management tool. It actually has a role to play in managing individual end-user services.”

Denis Coakley,
Director of Network Operations for 3UK



Putting customers at the heart of the business

Customers are vital for business. So understanding how subscribers are experiencing their networks and services is essential for communications service providers (CSPs) to build success. Maintaining excellent quality of service is critical, but having deep insight into the customer experience can benefit every area of an organization, from marketing and planning right through to customer care.

CSPs face external challenges from growing competition and pressure on prices. Yet these pressures only make it more important to focus on the customer. To differentiate from the competition, providers need to launch attractive, high-quality services as quickly as possible and make them easy for customers to activate using a self-service approach. From day one, every new service needs to provide end-users with a quality of experience that will keep them coming back for more.

All this calls for a coherent network monitoring and management solution. Yet today's large and complex communications networks can be intricate to analyze. In most cases the underlying networks have evolved to include multiple technologies, such as GSM, GPRS, WCDMA, HSPA and IP Multimedia, and different tools are used to manage them.

Serve atOnce Traffica from Nokia Siemens Networks cuts through the complexity to deliver the subscriber-level information that CSPs need. Traffica is a traffic monitoring and analysis solution that provides real-time visibility of customer activity and service usage throughout the whole network, or down to cell level. The solution allows a CSP's different departments to see, for example, how much customers are using the services, at what time, from where in the network and what problems they have.

Traffica supports business processes across the board, including operations and maintenance (for example, enabling voice quality monitoring and IP flow monitoring), network management, customer care (such as improving troubleshooting in 2nd tier customer care with detailed customer data), as well as marketing and customer account management.

The solution monitors successful and unsuccessful traffic events, such as subscriber Attach and PDP Context Activation, voice and data calls and SMS deliveries. Traffica also enables CSPs to see which type of device each person is using and keeps track of roaming customers.

In short, Traffica gives a CSP the right information to manage the customer experience and build a successful, long-term relationship with each subscriber.

Taking the customer's point of view

Serve atOnce Traffica provides real-time subscriber-level visibility and profiling in multi-technology networks. Versatile applications enable CSPs to manage modern networks and services in a customer-centric way, with subscriber-specific event information about mobile and fixed calls, SMS, MMS, GPRS, mobile broadband usage and 3G transactions.

- Which services are subscribers using? Where are they now? How long are they using the services for? What quality of experience are they enjoying when they do?
- Which types of device are people using to access services? How are people behaving when they are roaming? Are VIP customers receiving the services they expect?

CSP benefits

- Maintaining excellent service quality leads to delighted end-users, boosting service uptake and customer loyalty
- Reducing OPEX helps maintain CSP margins in the face of today's fierce competition

Get a fresh perspective with Traffica

- Proactive, real-time activity monitoring and troubleshooting at the subscriber level
- Integrate with other NetAct systems from Nokia Siemens Networks to solve subscriber issues in a self-healing network
- Monitor roamers and VIP customers
- Benefit from a solution that has led the way for more than a decade
- Enjoy year-on-year OPEX savings
- Reduce integration costs

CSPs can use Traffica to monitor not only the quality of each service in the network, but also the quality of the network itself and its impact on subscribers. For example, Traffica pinpoints bottlenecks in real time, enabling CSPs to verify the effect of any network configuration changes immediately.

Traffica also supports a dedicated application for customer care personnel, which provides fast access to details of subscriber activities and reasons for failure in an easy-to-use format. This helps solve customer complaints faster – often at the first point of contact – increasing service use and subscriber loyalty and reducing OPEX in the call center.

Serve atOnce Traffica supports multi-technology and multi-vendor environments. It provides platform support across all relevant network technologies, as well as integrated management of all Traffica Network Element Servers (TNESs).

Gaining real-time insights

Traffica meets the need for a live network analysis system by providing tools to detect network and service issues and assess their impact on customers. This demands a clear picture of the network itself and the ways in which customers are using services.

Traffica enables CSPs to compare the performance of different technologies across the entire network from a single location. Real-time network information helps CSPs to maintain network and service quality and prevent problems from impacting on end-users. Fast detection and prevention of network problems also keeps operations running smoothly and reduces OPEX. The solution will scale to meet the needs of a growing network.

User behavior is the other side of the equation, and Traffica analyzes customer behavior and service use in real time. Better customer insight enables CSPs to develop strategies to improve the subscriber experience and increase service utilization, thereby boosting revenues.

“The Customer Team of Nokia Siemens Networks also demonstrated their professional approach to customer business issues – and after listening to our requirements came back with a perfectly matched solution.”

Vesa Suomalainen,
Head of the Customer Care
department, Elisa

Become a customer experience provider

CSPs used to focus their efforts on achieving trouble-free, smooth-running network operations, but that is no longer enough. End-users expect services to be always available. This is forcing CSPs to shift their focus onto managing the customer experience, and Serve atOnce Traffica provides the tools they need to do so.

Serve atOnce Traffica uses well-established technology and is already delivering valuable service information to over 120 customers in over 40 countries around the world. It is part of the Nokia Siemens Networks network management solution, and offers a unified, pre-integrated management system for all the network technologies we support.

“Serve atOnce Traffica provides the daily evolution of services, historical graphs, information regarding what season was successful for data transmission, etc. which is very valuable for marketing.”

Jozef Chyznaj,
Packet Core Engineering manager, Orange Slovensko

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