

Proactive Network Management Critical for CSP Reputation

“Don’t use them, their service always goes down.” Subscribers have strong opinions on the best networks – from those that offer the best coverage to those which are the most reliable. These statements are frequently shared. If CSPs do not get more proactive in controlling their network performance, customers will continue to churn.

Network reputation damaging

Dents in a CSP’s reputation can be costly. With the rise in social media, which offers an instant communication channel, word spreads fast. And no news is more interesting as the negative.

Managing the reputation of your network’s performance is critical for CSP customer loyalty and retention. To be successful, CSPs must improve the visibility of the network across the entire stack.

Visibility enables CSPs to be more aware and proactive in managing the network. Peaks in demand can quickly be supported and anomalies dealt with swiftly to minimise disruptions in coverage.

Costly disruptions

Quickly spotting patterns in your network can save significant cost and harmful reputation damage. This is all because anomalies in the network performance can impact the level of service delivered to subscribers.

An increase of network traffic causing excess demand can occur very swiftly due to planned or unplanned events, such as a sporting fixture, or an unexpected catastrophe. This surge in usage can result in network hiccups.

CSPs must be able to quickly monitor network fluctuations to react to changing conditions. Equally, shifting patterns can be due to network issues or security threats that need to be resolved fast.

These technical or security issues can cause premediated bumps in the network coverage, resulting in frustrations for the subscriber and worry for the CSP. Adding to the pressure, the CSP is facing increasing complexity in its network stack, from the introduction of new technology and services.

This challenging operating environment needs careful management from CSPs to protect themselves from system downtime, corruption, or loss of

subscribers. Only with enhanced visibility to swiftly react to changes in the network can the CSP ensure they are managing their surroundings.

An informed approach

How can you react to something you do not know about? CSPs have to ensure they have the tools to stay informed and not put their 'heads in the sand'. Yet it gives them so much more.

With more visibility, not only can CSPs react to changes in patterns, the historical data can provide a wealth of detail. This information means the CSP can predict future spikes in the network to plan for likely fluctuations.

Increasing visibility and therefore, knowledge, is the only way CSPs can keep subscriber confidence and effectively manage their reputation. By proactively analysing both current and historical trends, CSP can minimise the 'network negativity' harming their reputations.

Professional Insight: Kent McNeil