

The network advantage in the battle for the ultimate customer experience

Lowering churn rates, increasing loyalty, enhancing customer experience – the key focuses for CSPs. But are they considering the whole picture when it comes to customer happiness?

Managing the front-end with an easy-to-use CRM system, providing crucial customer care at key touch points is critical. As is ensuring the billing system is accurate and reliable.

They are the obvious parts. Yet, the network has an equally important role in keeping customers satisfied.

Network assurance and customer experience

The delivery and quality of services is fundamental to be competitive in this increasingly busy sector. Long-term customer satisfaction can only be achieved if the network is reinforcing the customer experience being done at the front end.

Many legacy network systems are restricting the delivery of the 'ultimate customer experience'. Silos in the back end mean that although the customer receives one package through one account, there are several steps required in a variety of systems to deliver any chosen service.

This multiple-system approach means inefficiency in the delivery, as numerous operations are required to fulfil the said service. CSPs silos further add to this complexity. Network issues are not easily identified.

With so many different systems, it is difficult and cumbersome for a CSP to effectively monitor all systems in real-time. This means faults and issues are often overlooked and only realised when the customer complains.

Network supporting the customer experience

Digital transformation is the new industry buzz word, but it offers more than an empty term. It is about transforming your network to meet the needs of the new digitally-focused and highly knowledgeable customer. This focus with the customer at the centre is vital to being successful in this digital age.

Many CSPs face time and cost challenges when it comes to a complete overhaul of systems, but this is not a necessity. The problem with the current systems is the lack of connectivity across the infrastructure.

By implementing a system that overlays the systems, bringing together important monitoring data to ensure the optimisation of the network performance, as well as delivering services in a more efficient manner is critical to future success.

The digital age is only beginning. For CSPs, it is vital to ensure that the network infrastructure is capable to support the demand now and new technologies in the future. More reliance will be bestowed on CSPs as they own the valuable network infrastructure needed by many of the other market entrants.

DonRiver can support CSPs with a range of solutions that monitors network performance and delivers a unified approach to OSS systems in a single user interface. To find out more, look at our [solutions page](#) or get in touch.

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