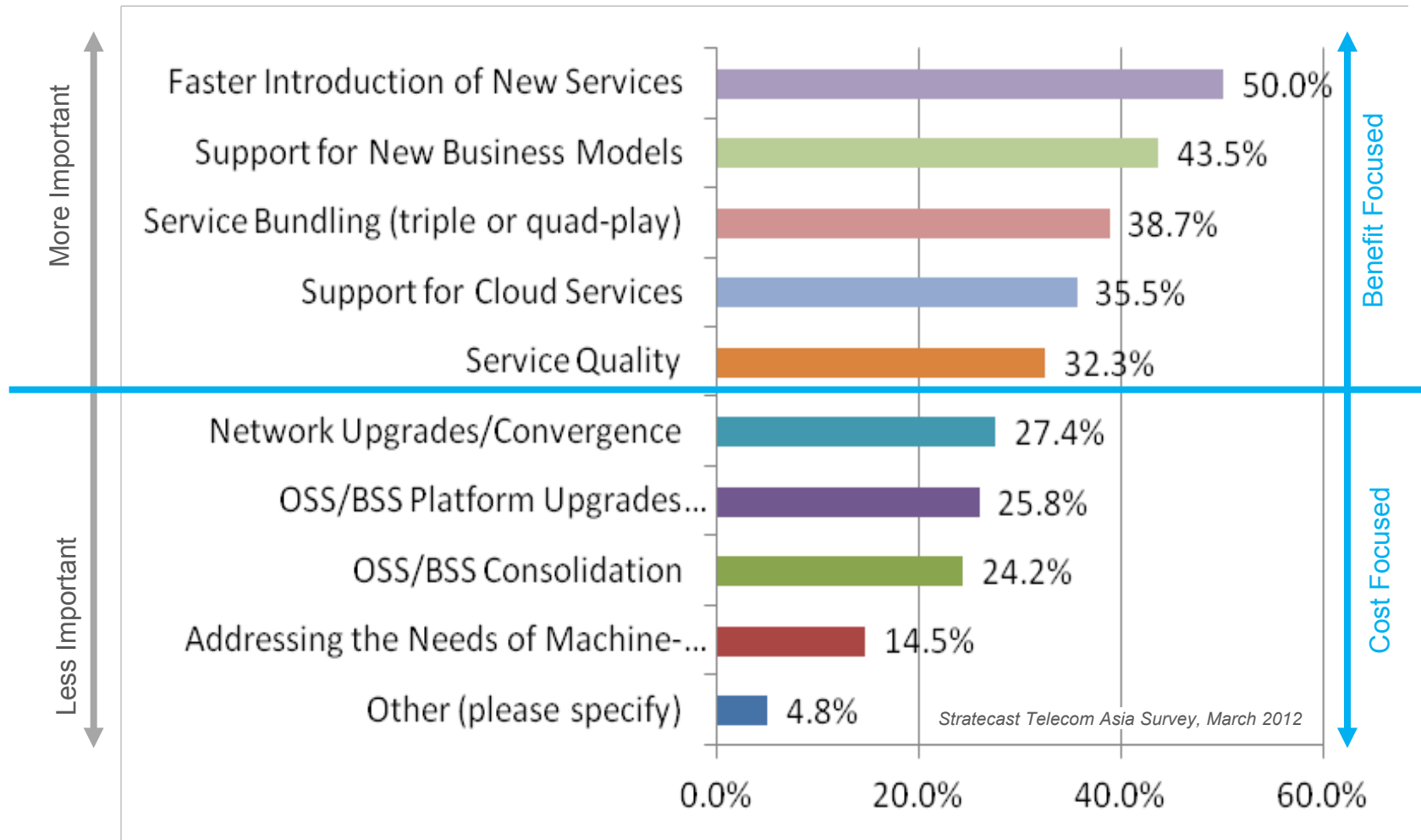# IMPROVE THE CUSTOMER EXPERIENCE THROUGH EFFICIENCY AND ACCURACY

Ericsson Order Care

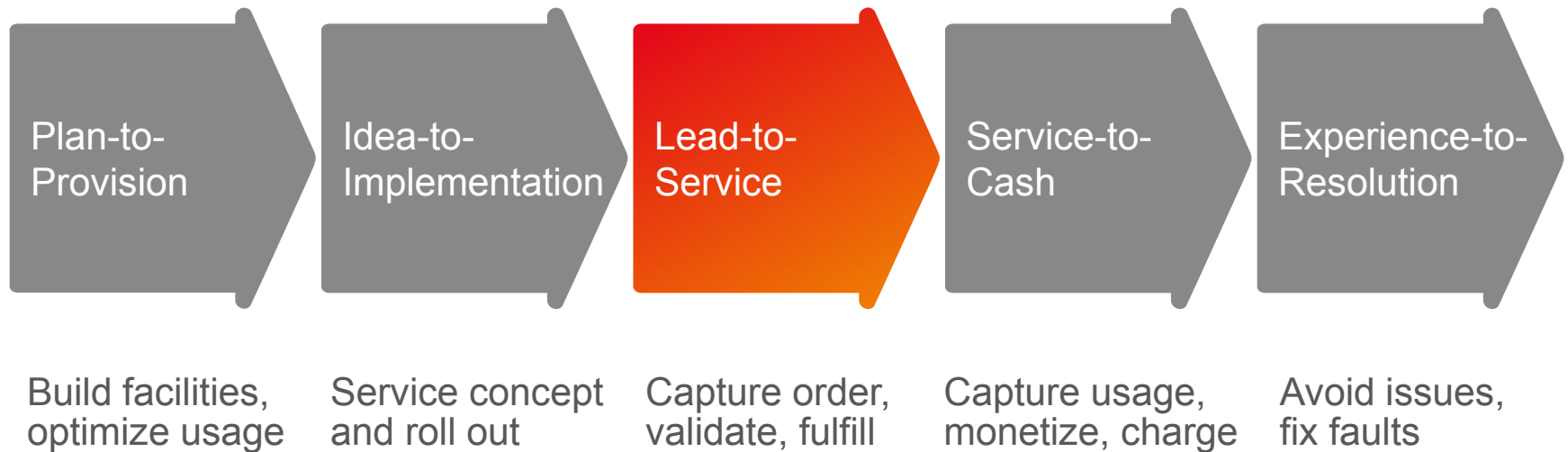# OPERATOR CHALLENGES

What are your most important company initiatives right now?
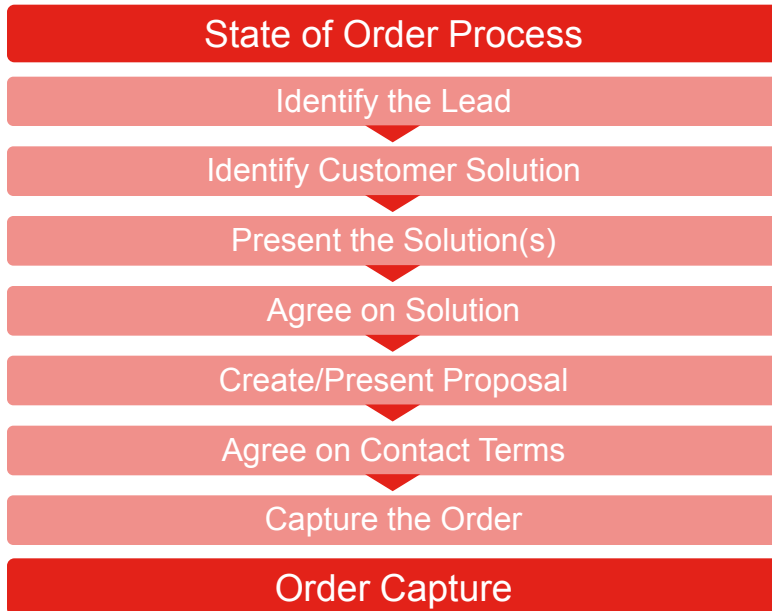
More Important		Benefit Focused
Faster Introduction of New Services		50.0%
Support for New Business Models		43.5%
Service Bundling (triple or quad-play)		38.7%
Support for Cloud Services		35.5%
Service Quality		32.3%

Less Important		Cost Focused
Network Upgrades/Convergence		27.4%
OSS/BSS Platform Upgrades…		25.8%
OSS/BSS Consolidation		24.2%
Addressing the Needs of Machine-…		14.5%
Other (please specify)		4.8%

Stratecast Telecom Asia Survey, March 2012

0.0%   20.0%   40.0%   60.0%

OPERATIONAL PROCESSES

Plan-to-Provision	Idea-to-Implementation	Lead-to-Service	Service-to-Cash	Experience-to-Resolution
Build facilities, optimize usage	Service concept and roll out	Capture order, validate, fulfill	Capture usage, monetize, charge	Avoid issues, fix faults

OPERATIONAL CHALLENGES

Lead-to-Service

Order Negotiation

State of Order Process
Identify the Lead
Identify Customer Solution
Present the Solution(s)
Agree on Solution
Create/Present Proposal
Agree on Contact Terms
Capture the Order
Order Capture

Order Management

Order Capture
Order Capture
Order Entry
Order Validation
Order Processing
Activation
Order Verification
Order Completion
Service Live

› Complex order negotiations, particularly for enterprise services

› Inconsistent offer understanding, delayed quotes

› Manual coordination with third-party systems
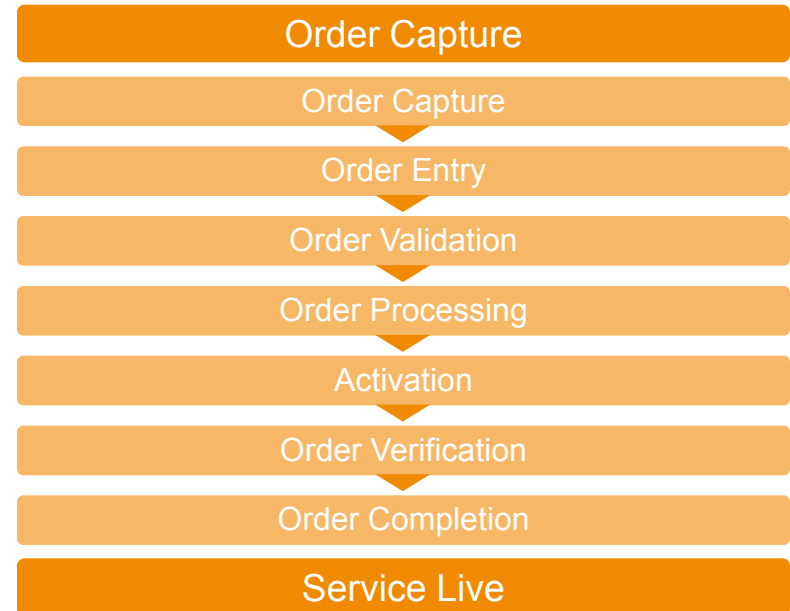
› Inconsistent workflows cause errors and delay

› Uncertain of resource availability

› Manual handling of order fall-out with little oversight

› Solution will not scale

HOW DO WE HELP?
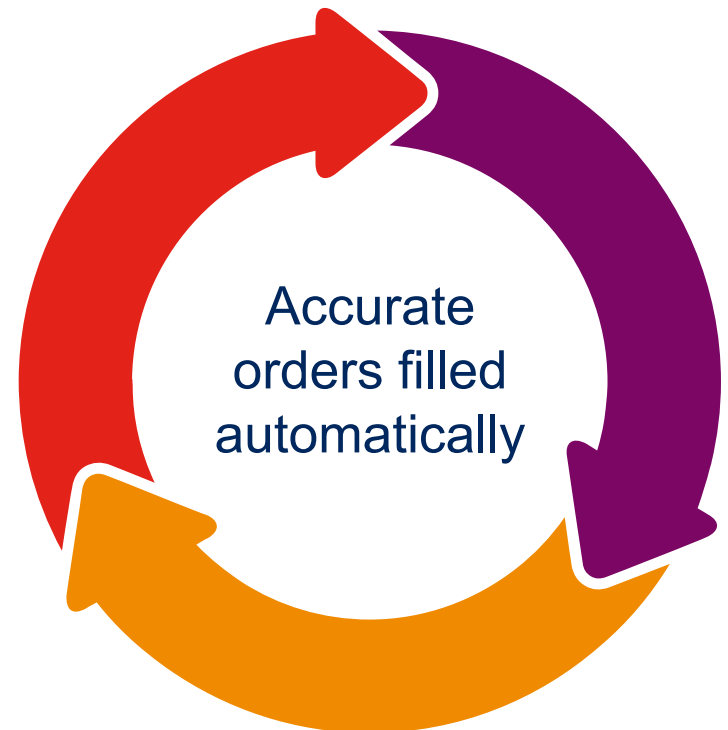
Provide Consistent Customer Experience

› 80% reduction in missed due dates
› 96% less time processing orders

Speed Service Fulfillment

› 95% service order flow-through
› 90% less time handling work items

Reduce Operational Costs

› 3-fold increase in work items managed
› Over 30% staff reduction

Accurate orders filled automatically

ERICSSON ORDER CARE

Key Components

Order Negotiations

Order Management

› Readily offer pricing, availability, multi-featured bundles, discounts

› Validate even the most complex order prior to provisioning
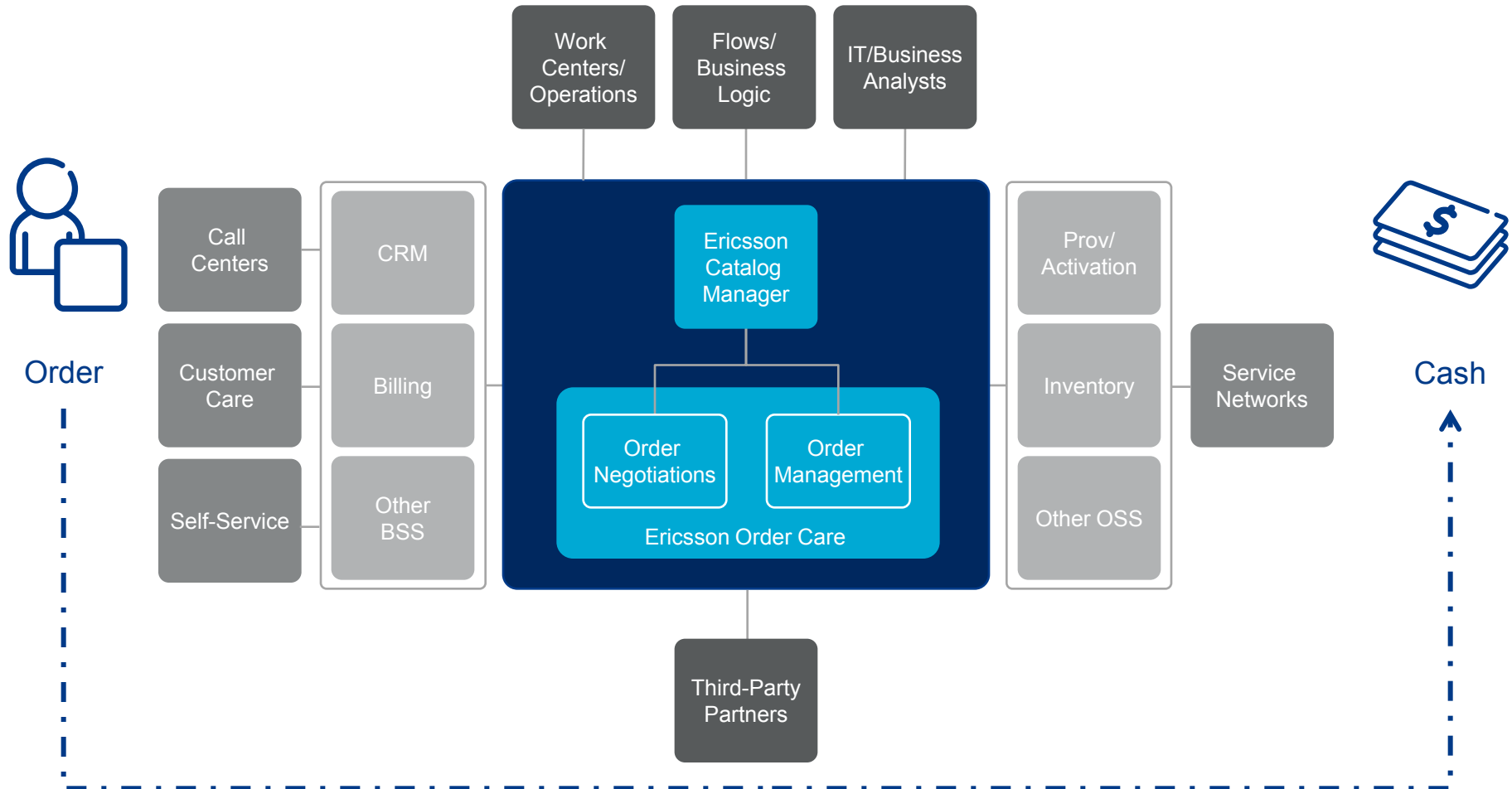
› Automate, track, route, manage all orders for unprecedented flow-through

› Handle all manual work, exceptions, jeopardies with efficiency

› Velocity Studio – advanced graphical configuration tools for creating data models, business rules, workflow, user/system interfaces and more

ERICSSON ORDER CARE

Functional View

Order

Cash

Work Centers/ Operations

Flows/ Business Logic

IT/Business Analysts

Call Centers

CRM

Ericsson Catalog Manager

Prov/ Activation

Service Networks

Customer Care

Billing

Order Negotiations

Order Management

Inventory

Ericsson Order Care

Self-Service

Other BSS

Other OSS

Third-Party Partners

SUPERIOR CUSTOMER EXPERIENCE

› From pre-order to live service

- Manage the customer lifecycle, including account changes and product change orders

- Manage the order lifecycle, from account set-up through order entry to order close-out

- Guide the CSR through order capture using wizard-driven interface: quote, sell, order, approve credit

- Provide faster service turn-up with more automated fulfillment
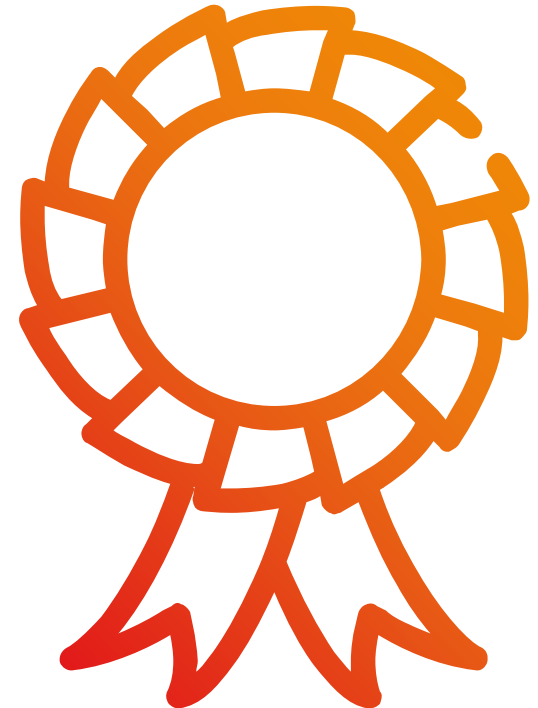
COMPLEX ORDER FLOW-THROUGH

› Automation of entire process
  - Order validation, decomposition, routing, provisioning, and tracking
  - Any network, service, market or channel
  - Coordinated updates to surrounding systems
  - Rainy-day scenarios
  - Workflow and rules library
  - Design tools

FASTER IN-SERVICE WITH LESS STAFF

› Manual, assisted, and fully automated work assignment
  - Efficient processing and routing
  - Orchestration of tasks using triggered scripts
  - APIs to execute transactions in external systems
  - Automated exception handling
  - Prioritize and balance workload
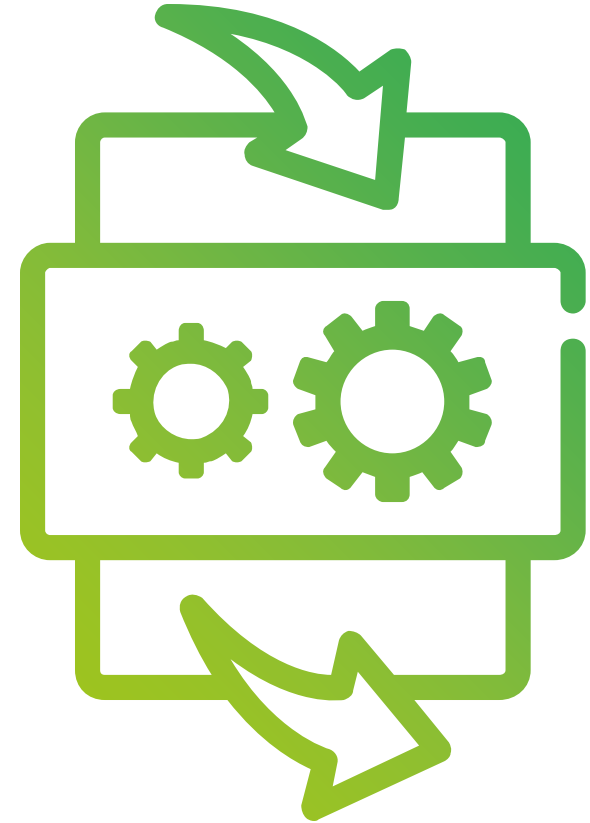
ANALYZE DATA AT ALL LEVELS

› Analytics and Reporting
  - End-to-end order status
  - Workforce productivity
  - Workload and work item statistics/history
  - Lead-to-order KPI/KQIs
  - Configurable decision support dashboards
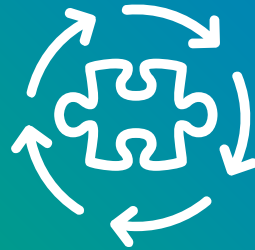 - Self-care and customer portal support

ERICSSON ORDER CARE

Benefits

Provides positive customer ordering experience

Enables flow-through of complex service orders

Analyzes productivity to improve results

› Handles complex negotiations

› Ensures valid orders are taken

› Consistently coordinates processes

› Eliminates bottlenecks in manual processing

› Gives end-to-end performance visibility

› Dashboards facilitate improvements

ERICSSON DIFFERENTIATORS

› Order Negotiations: proven to handle the most complex order types with ease for superior customer experience

› Order Management: optimizes fulfillment at scale via high-performance order decomposition and orchestration engine

› Ericsson Catalog Manager: built on same platform as Ericsson Order Care for full catalog-driven product lifecycle management

› Experience: Over 50 operator implementations worldwide

SPEEDING SERVICE LAUNCHES

Large South Asia Operator

› The Challenge

- Reduce time-to-market for innovative mobile service offers and bundles
- Decrease complexity to deploy products due to antiquated order management systems

› The Solution

- Ericsson Catalog Manager and Ericsson Order Care for catalog-driven order management
- Integration to OSS/BSS systems including core provisioning system
- Process automation for order taking and fulfillment with manual assignments for exception handling
- Unify ordering and fulfillment across operator's supplier channels

SPEEDING SERVICE LAUNCHES
Large South Asia Operator

› ## The Result

- − Unified ordering and fulfillment across all channels

- − Faster and more innovative product launches

- − Centralized support of voice, data, messaging, and voicemail

- − Efficient handling of 300,000 orders per month

- − End-to-end tracking of orders to identify delays and reduce time to bill

- − More customers buying and recommending new services, increasing stickiness and reducing churn

- − Adherence to quality metrics

SPEEDING SERVICE LAUNCHES

Large South Asia Operator

Front Office	Dealer	MVNO	Other Order Sources

1 Product Query and Selection

2 Order Entry (Fully Assigned)

3 Validation Fallouts

6 Status Update

Ericsson OSS

Ericsson Catalog Manager	Ericsson Order Care

- Customer Information Management
- Service Registry

Update Customer Profile

CRM

4

Update Service Profile, Account

Charging/Billing

Decomposed Sub-orders
- Subscriber Provisioning
- Add Voice Features
- Create and Activate Subscribers on OTA
- Configure SMS and Multi-media on MMSC
- Configure Data Services

Decomposition and Orchestration

5

Send to Provisioning

SAAM

HLR   AUC   OTA   MMSC   Voicemail

ERICSSON