



## Roaming Customer Experience Management



# BUSINESS CHALLENGES

## NETWORK CHALLENGES

**INCREASED  
CUSTOMER  
EXPECTATIONS**

CUSTOMERS EXPECT HOME NETWORK QUALITY  
WHEN ROAMING  
ROAM LIKE HOME INITIATIVES HAVE SIGNIFICANTLY  
INCREASED ROAMERS

**EFFECTIVE  
WHOLESALE  
NEGOTIATIONS**

NEED VISIBILITY OF NETWORK QUALITY FOR MORE  
EFFECTIVE WHOLESALE NEGOTIATIONS

**LOSS OF  
REVENUE**

LATE & INEFFECTIVE DETECTION OF ROAMING  
QUALITY ISSUES CAN RESULT IN SIGNIFICANT  
REVENUE LOSS

## CUSTOMER CHALLENGES

**CUSTOMER  
CHURN**

BAD ROAMING EXPERIENCE IS A SIGNIFICANT CAUSE  
OF CHURN AND POOR NPS

**HIGH COST OF  
CUSTOMER  
CARE**

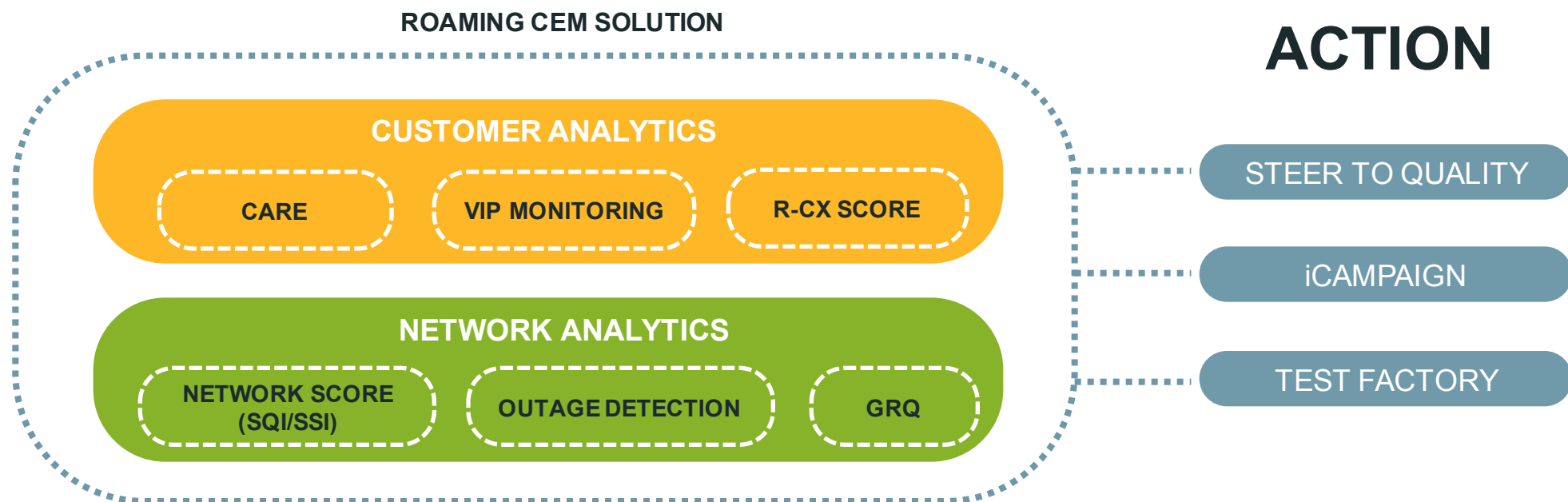
RESOLVING CUSTOMER ROAMING ISSUES IS COSTLY  
AND TIME CONSUMING FOR CARE REPS

**LACK OF VIP  
VISIBILITY**

PROACTIVELY REACHING OUT TO VIPs WITH  
ROAMING ISSUES IS CRITICAL  
HIGH VALUE CUSTOMERS ROAM MORE



# ROAMING CEM – SOLUTION OVERVIEW



**NETWORK ANALYTICS  
EMPOWERS OPERATIONS TEAM  
IN THEIR DAY TO DAY ACTIVITIES**

**CUSTOMER ANALYTICS  
EMPOWERS CARE TEAMS IN  
THEIR DAY TO DAY ACTIVITIES**

**BUSINESS, QUALITY & WHOLESALE  
TEAMS USE NETWORK &  
CUSTOMER ANALYTICS**

**SOLUTION INTEGRATES WITH  
MOBILEUM'S STEERING,  
iCAMPAIGN AND TEST FACTORY.**



# VALUE PROPOSITION

## NETWORK

**BETTER  
ROAMING  
SERVICE**

SOLUTION ENABLES OPERATORS DELIVER THE  
ROAMING EXPERIENCE CUSTOMERS EXPECT

**LOWER  
WHOLESALE  
COSTS**

VISIBILITY OF ROAMING PARTNER NETWORKS'  
QUALITY STRENGTHENS NEGOTIATING POSITION

**LOWER  
OPERATIONAL  
COSTS**

IMPROVED ROAMING ISSUE TROUBLESHOOTING  
REDUCES OPERATIONAL COSTS

## CUSTOMER

**LOWER  
CHURN  
RATES**

IDENTIFYING ROAMERS WITH QUALITY ISSUES  
ALLOWS CORRECTIVE ACTIONS TO BE TAKEN

**LOWER  
CUSTOMER  
CARE COSTS**

MORE EFFECTIVE ROAMING FOCUSED CARE  
PORTAL IMPROVES CARE REPS PRODUCTIVITY

**IMPROVED  
VIP SERVICE**

MONITORING AND ALERTING OF VIP, CORPORATE  
ROAMERS DELIVERS IMPROVED SERVICE





# KEY FEATURES OF ROAMING CEM SOLUTION

Unique ways to score network quality and CX

Unique measurement models to derive SSI, SQI of networks and R-CX score of subscribers

Data Analytics Driven

Data analytics platform delivers deep insights into subscribers' roaming network experience.

Roaming Customer Care Portal

Instant access to subscribers' roaming experience info across current and previous trips

Roaming Steering & Testing Integration

Roaming testing validates quality issues, while automated steering mitigates quality issues.

VIP & Corporate Customers

Solution offers specific support functionality for critical VIP & corporate customers.

Deep Troubleshooting

Drill down to subscribers' messages, at parameter level, supports speedy troubleshooting of roaming issues



# KEY SELLING POINTS

## ROAMING FOCUSED

CEM SOLUTION DESIGNED EXCLUSIVELY FOR THE ROAMING ENVIRONMENT, BY GLOBAL ROAMING EXPERTS

## QUALITY PER SUBSCRIBER

QUALITY EXPERIENCE IS MEASURED BY SUBSCRIBER AND AGGREGATED UP FOR OTHER DIMENSIONS

## TIGHTLY INTEGRATED

INTEGRATED WITH STEERING, TESTING, CAMPAIGNING AND ANALYTICS SOLUTIONS TO DELIVER ENHANCED VALUE

## ANALYTICS PLATFORM

SOLUTION BUILT ON AN EXTENSIBLE BIG DATA ANALYTICS PLATFORM THAT SUPPORTS ADVANCED MACHINE LEARNING

## MULTI TENANCY

MULTIPLE GROUP OPCOs SUPPORTED ON A SINGLE ROAMING CEM INSTANCE



# ROAMING CEM IN ACTION – PROACTIVE ALERTING

New Zealand is one of the top roaming destination.

Telstra customers roaming in NZ telecom facing 3G roaming issues

MAP Signaling **congestion** at signaling carrier

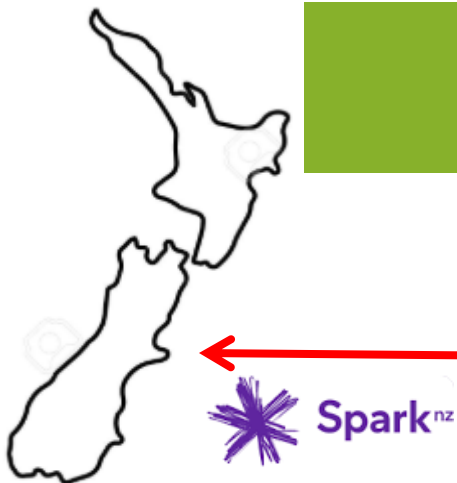
What Roaming CEM did ?

Pro-actively detected this issue and raised a red-alert to NOC Team.

Lead to quick action and resolution



**RCEM**



**New Zealand**



For an operator  
in South East  
Asia

***Saves operator at-least \$ 10-15 K from a single incident.***

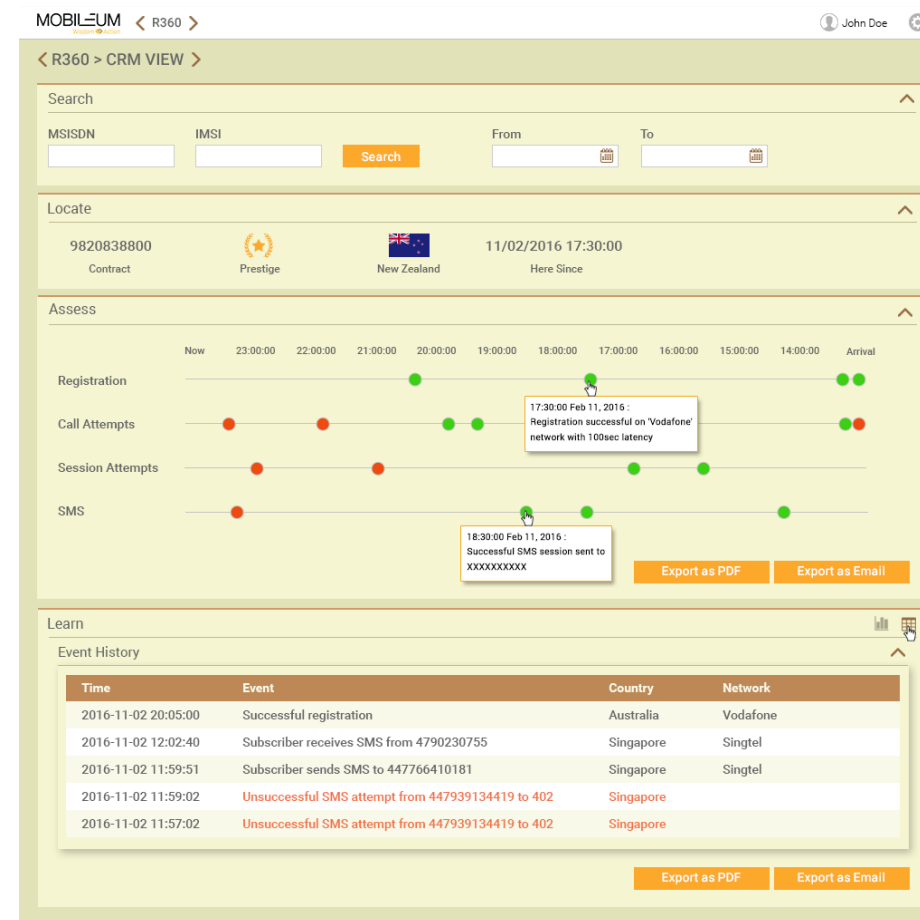


# ROAMING CEM IN ACTION – ASSISTING CARE AGENTS

For an operator in South East Asia



15+ Customer  
Care Agents







**MOBILEUM**  
THANK YOU