



Roaming Customer Experience Management



BUSINESS CHALLENGES

NETWORK CHALLENGES

**INCREASED
CUSTOMER
EXPECTATION
S**

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

**EFFECTIVE
WHOLESALE
NEGOTIATION
S**

**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

ROAMING CEM SOLUTION

CUSTOMER ANALYTICS

CARE

VIP
MONITORING

R-CX
SCORE

NETWORK ANALYTICS

NETWORK
SCORE
(SQ/SSI)

OUTAGE
DETECTION

GRQ

ACTION

STEER TO QUALITY

iCAMPAIGN

TEST FACTORY

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**

**IMPROVE
D 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
Trouble-
shooting

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

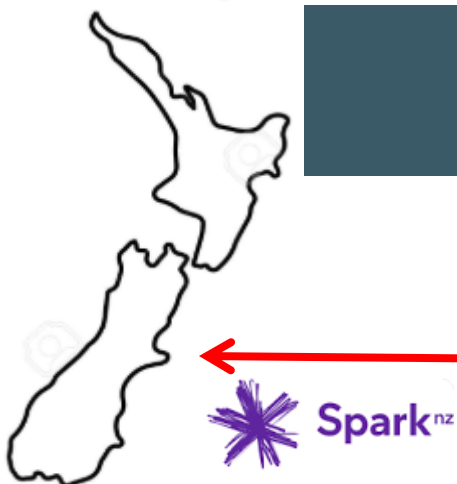
What Roaming CEM did ?

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.

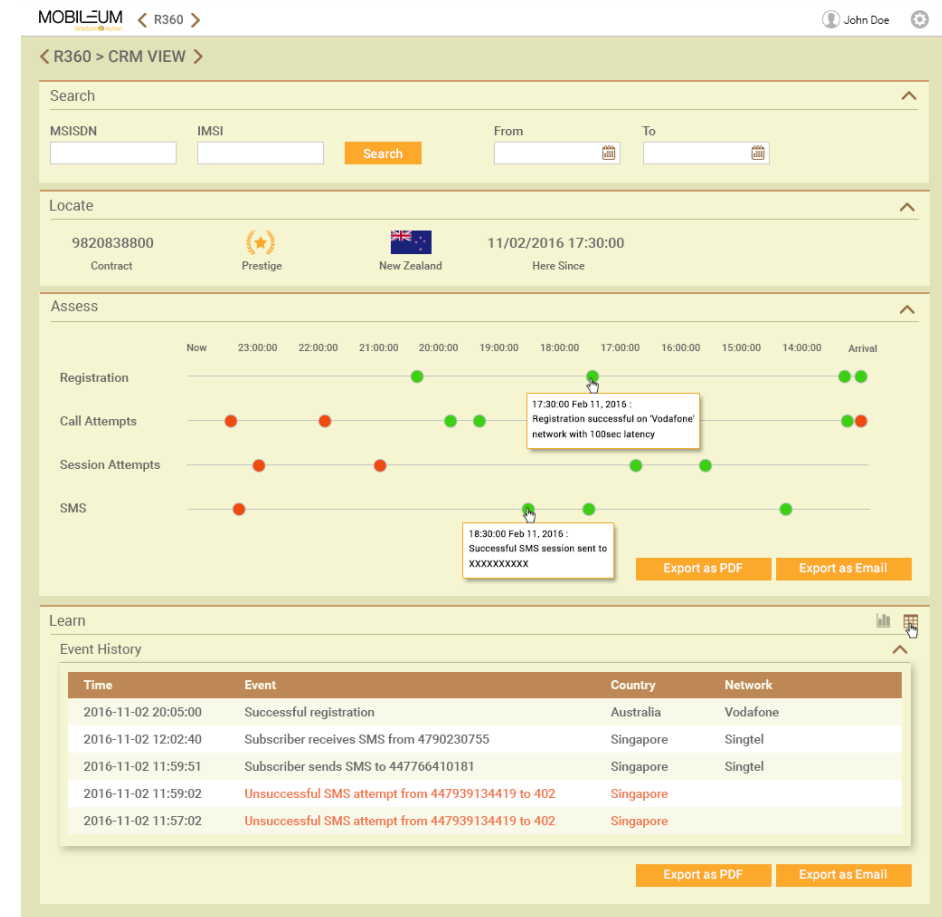


ROAMING CEM IN ACTION – ASSISTING CARE AGENTS

For an operator in South East Asia



15+ Customer Care Agents





MOBILEUM
THANK YOU