

CUSTOMER SATISFACTION

Telcel, Mexico, develops a more effective way of ensuring end-user satisfaction

Highlights

Customer Objective

- Improve response to end-user feedback

Ericsson Solution

- End-to-end Service Assurance

Customer Benefits

- Ability to respond effectively to end-user issues
- Greater visibility of end-user experience

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Enrique Martínez,
Operations &
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Telcel

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Telcel, Mexico, sought to swiftly improve its methods and tools for analyzing the quality of service received by its subscribers. The market-leading operator turned to its trusted long-term partner, Ericsson, to deliver an end-to-end solution.

Telcel is the leading mobile operator in Mexico with GSM coverage in over 740 of the country's cities and approximately 75 percent market share. However, Telcel was becoming increasingly aware of improving visibility of value-added services in operation. The operator was very focused on the individual nodes and the overall quality of its network.

Telcel needed to develop a robust solution allowing it to accurately determine the status of individual services from its end-users' perspective. Ericsson was selected due to its long-term relationship with the operator, its strong local presence and good reputation for services. Having selected Ericsson, the two companies began working together to develop the most effective solution for Telcel's network.

Federico Fragoso, Chief Solution Architect, Ericsson, outlines the key reasons for Ericsson's choice as preferred partner in this case: "Ericsson was very proactive. We were there before anyone else, detecting needs that no-one had noticed before. By identifying and addressing these very specific needs, a very innovative solution was developed that immediately caught Telcel's attention."

Ericsson employed its combined expertise in order to analyze the existing solution and decide, with Telcel, upon the

best course of action. Prior to this Ericsson had worked closely with the customer to define the solution, thereby gaining confidence in the partnership before deployment. Working side-by-side, Telcel was delivered an End-to-end Service Assurance project utilizing a comprehensive selection of services from Ericsson's portfolio. Ericsson sought to provide Telcel with a flexible set of tools to analyze its own performance, configuring and integrating solutions as it progressed. A field trial of the solution was delivered to indicate how Ericsson's range of network analysis tools worked in practice.

Supporting Telcel in its goal to shift from a network-based to a services-based focus was the main objective for Ericsson over the course of the project. Enrique Martínez, Operations & Maintenance Director, Telcel, indicates the importance of changing its approach to end-users: "Telcel has been able to pinpoint specific end-user problems and determine their significance. This has proved to be especially important for corporate end-users, since they develop their internal processes based on our SMS services. We have been able to either specify and address any issues, or indicate when the problem is located outside of the network."

The successful implementation of the project means that Telcel is now better prepared to introduce new value-added services to its offering. The operator is also



better equipped to respond to customer enquiries and potential issues using objectively-sourced data, strengthening its image and reputation with end-users. Telcel has also significantly increased its capacity to understand its services' performance in the eyes of its subscribers.

As a result of this success, Telcel is now able to roll out end-to-end monitoring to other value-added services, such as MMS. Enrique Martínez underlines the benefits of the solution in operation: "The solution gives Telcel a very valuable tool to proactively manage its network, enabling us to focus on our end-users at all times."