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# The Omni Network Channel – enabling network support

A single, intelligent workspace for easy and personalized collaboration



# Easy access to information for all network support needs

Our Omni Network Channel self-help was created following extensive interviews with communications service providers about their support needs. They highlighted increased transparency and easy access to information as a key area.

The Omni Network Channel meets this need by making information easily available and simple to visualize. Analytical, AI-augmented and available 24/7, the Omni Network Channel is one simple digital interface for everything.

It is customer-centric and empowers service providers to solve issues quickly, often without directly engaging an Ericsson support engineer. It does this by providing swift, ready access to knowledge and insights, and an overview of all support issues on a simple-to-navigate dashboard.

The Omni Network Channel is a modern business approach with a focus on customer success. It is a fully integrated solution with transparency for the consumer.

Using analytics to comprehensively understand user needs and expectations, we can continuously take its service support to higher levels, and ensure that service providers have the personalized services and insights they need for their 5G journey.

## Digital collaboration, accuracy and efficiency

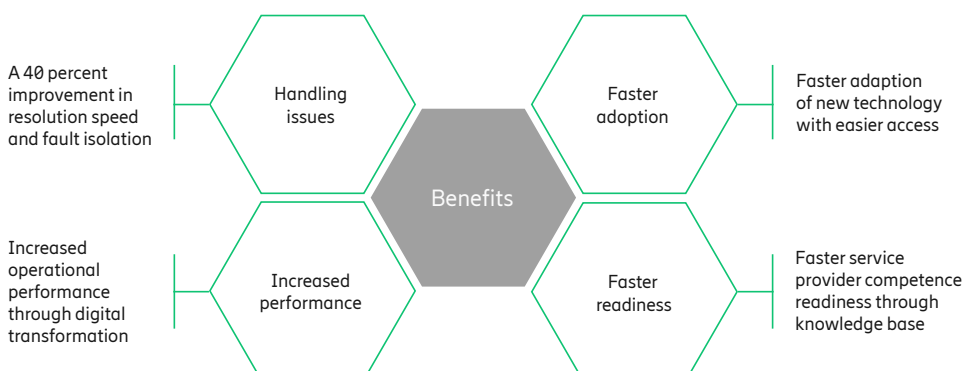
The Omni Network Channel enables digital collaboration that gives service providers easy access to global best practice, community and product information. Service providers are empowered to find accurate solutions to problems fast, enhancing efficiency as well as operational and network performance.

The tool integrates capabilities such as chat, collaborative forums, search, intelligent assistance, software and hardware ticket handling, alerts and notifications, and digital network change planning. The interactive dashboard simultaneously displays all support deliverables.

The Omni Network Channel consolidates an array of information previously spread over a vast architectural landscape of systems and tools.

This information includes our extensive product portfolio and structure; product life cycle details, including upgrades, new releases and decommissioning; and contractual agreements.

Figure 1: Increased user satisfaction from the Omni Network Channel



# A single digital interface for everything

Network Service support is a partnership focused on close collaboration and customer success. The overarching aim is to meet all service provider needs as effectively as possible.

The Omni Network Channel helps to achieve this in two main ways. Firstly, it provides a transparent, seamless single interface through which Ericsson customers can access the information they want, when they want it. Secondly, it utilizes analytical tools to ensure that service providers always have the relevant information for operating their network.

## The benefits include:

- Faster solutions for less time spent on network incidents. The Omni Network Channel supports accurate and rapid troubleshooting, and more efficient handling of up to 40 percent of issues.
- Accelerated new technology uptake thanks to easy access to new software and documents through a single interface.
- Enhanced operational performance by decreasing customer care calls and ticket handling due to more stable networks.
- Improved focus on new services and technologies by spending less time on solving issues.
- Easy access to Ericsson and service provider experts to address rapidly changing technologies and the information required.

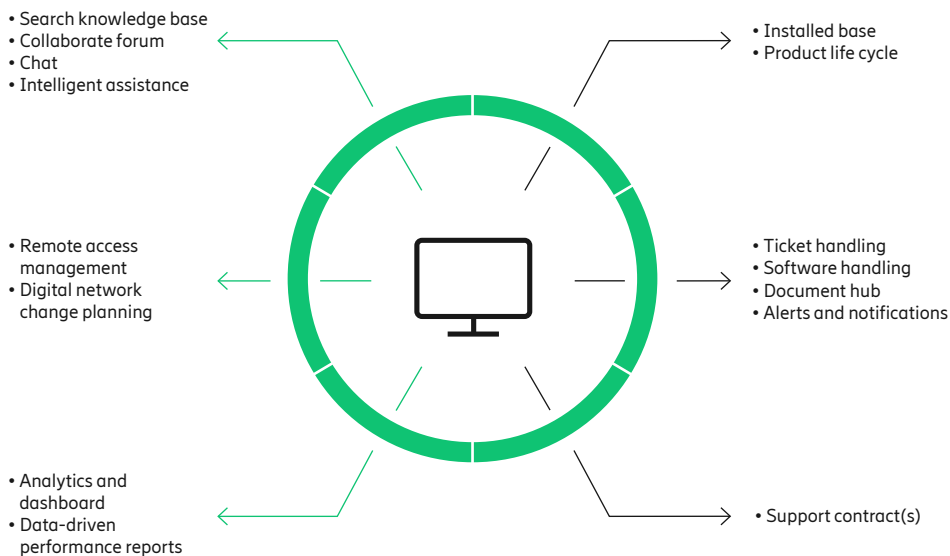
## Personalized content and context-aware knowledge and information

Leveraging analytics opens up a world of personalized digital interaction based on aspects including the installed base, problem areas, past inquiries and other data points.

Easy-to-access digital interaction is facilitated by applying analytics for proactive knowledge and information sharing. Transparent dashboards displaying intelligent workspace activities reinforce this.

The industry is ever-changing, so we provide continuous service support enhancements to adapt to the customer's latest requirements. This includes personalized content and context-aware knowledge and information that always considers the customer's needs.

Figure 2: The functionality of the Omni Network Channel



This is only a brief insight. For more information, click [here](#), speak with us [here](#) or follow Ericsson on social media.

Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York.

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