Selecting the right partner:

Drive customer experience to a new level

In collaboration with EE part of BT Group
Unlock the value of analytics

Setting an objective to be number “#1 for Service” in the UK market is no easy task, however this is the goal of EE. Data analytics are increasingly important to the operation of EE’s Mobile Network. As a service operator, they needed to gain in-depth insight into customer experience, linking it with network behaviour and service incidents. For EE, Ericsson Expert Analytics was the right choice. It allows them to gain visibility of the individual experience that each customer is having on the network in real time, thus being able to prioritize, attend and act - as and when required.

Port of the BT Group’s challenge has been in having too much data but no easy way to consume it. They partnered with Ericsson, largely due to the simplicity of making insights available to their front line, so that all of their customer agents could see in real time the exact experience that a customer was having when they called into a customer care centre. The insights extracted also empower EE’s staff to help solve their customers’ issues faster because automatically identified customer symptoms were also tied to likely root causes.

Gaining visibility

Through Ericsson’s powerful correlation engine and proprietary analytics capabilities, Ericsson Expert Analytics enables EE to use their wealth of data to identify unique insights for a variety of advanced services, including VoLTE. End-to-end service quality is measured and diagnosed in real time, identifying opportunities missed by traditional solutions. Ericsson Expert Analytics masters these challenges and more, providing actionable insights to improve the business and meet customer expectations. The platform ingests RAN, core, probe and other data for every nationwide VoLTE call and data session. Ericsson’s unique algorithms help identify VoLTE and other service issues faster and with greater granularity.

Predictive and proactive

For EE, it is important that they take a personal approach to each customer that they have on the network and understand the level of satisfaction that they have with the service that they are receiving. The need for operators to become more proactive with that information is now paramount. There are huge volumes of data, thus bringing lots of insights. EE understand the importance of turning that data into information and then proactively addressing incidents which could be anywhere across the network (or elsewhere, such as device, subscription or over-the-top service issues). These insights can help EE determine which actions to take and with what priority, including repair, configuration, or network investment as well as customer-facing actions such as support and recommendations. Ericsson Expert Analytics automatically identifies customer experience symptoms, root causes and next best actions, resulting in reduced handling time, fewer escalations, and fewer rebounds.

EE’s intention is to give 100% perception of coverage and service to their customers, utilizing insight and information to drive and support that.

“With Ericsson Expert Analytics supporting our new customer experience management capability, we are able to understand our customers’ experience in real-time, and the detailed insights provided will help us keep improving network quality.”

“For EE, big data intelligence is fundamentally changing how they as an operator interact with their customers. By deploying Ericsson Expert Analytics, they are benefitting from the results of being able to analyse, understand and transform their customers’ experience using real time insights.

Ericsson Expert Analytics will measure the perceived customer experience for each subscriber, providing actionable insights based on data collected in real-time from network elements and probes, as well as from operations and business support systems. With the help of Ericsson’s solution, they can further improve the customer experience and focus on enhancing satisfaction metrics including Net Promoter Score, propensity to call and first call resolution rate. Operators want to be as efficient as possible in improving the customer experience, in real time. For EE, big data intelligence is fundamentally changing how they as an operator interact with their customers. By deploying Ericsson Expert Analytics, they are benefitting from the results of being able to analyse, understand and transform their customers’ experience using real time insights.

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“In terms of customer satisfaction, Ericsson provided the best front end and the ease of use to actually allow that to happen.”

*quotes obtained from Dave Salam, Director of Mobility & Analytics at EE.
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. www.ericsson.com