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BEYOND THE NETWORK

Seven things I know about...
transforming your business models through LTE

Cedric Arnaud-Battandier, CMO, Astellia, tells TMN seven things he knows about using LTE network analytics to create new revenues and business models.

1 More speed brings new behaviours, which brings more revenue opportunities

Just by providing a better user experience, offering faster throughputs on the uplink and downlink, LTE opens up opportunities for operators. When users had a choice of 3G or WiFi they would look to connect to WiFi at the first opportunity because it was faster. That would put large chunks of their behaviour beyond the reach of the operator, so the operator didn't know what apps, data, services the user was accessing, or what quality they were experiencing. Now, with LTE, that is no longer the case. LTE often offers a better experience than WiFi, keeping subscribers on net for longer, and that means that operators now have visibility into the totality, or near to it, of a user's behaviour and usage. That, in turn, provides much more, and much richer, data for operators to work with to create new and better customer segmentation, new service offers and better customer care. That's a change in business model.

2 Real, actionable data beats customer surveys

We have customers who have invested in customer surveys, creating detailed and lengthy reports about what customers think their experience is. But it's always a snapshot in time of what a selection of customers perceive about their service experience. If you have complete visibility of the network, through network monitoring and application recognition and analytics, then that allows you to have a fact-based read of the real experience consumers have. On top of that, you can have that view at any time and instantly.
With voice, data, USSD and SMS usage monitoring you have a 360 degree view of that customer's services.
For example, if it's an enterprise customer you can see exactly what the behaviour is and how that relates to the SLA they have, which allows you to design a service that better matches their requirements.

3 Real, actionable data beats marketing consultants

One of our customers had spent a fortune with a marketing consultant that had built intricate customer segmentation profiles. But the customer then found that they were getting very low results in terms of applying that to their customer base – they had hardly learnt anything of value! When Astellia introduced a solution that provided insights into the customers based on actual data, it was night and day.

Now the customer is progressing and lining up new offers, and starting to generate incremental revenues as a result. In fact, the impact has been so profound that our project leader there has become an evangelist within that operator for what our solutions can provide across the business – not just within the marketing team.

4 You can transform your customer care

We found that by exporting the results of our analytics to customer-facing care agents, we increased first call resolution by 15%, diminished handling time by 35% and cut escalations to network support by 20%. That's because when a customer calls in an agent can see, from real network data, if there has in fact been an issue on the network, and therefore what can be done. Or if a user has an issue and the agent knows it's not due to the network, then they know there's a different issue to address, and the network operations is not tasked unnecessarily. ROI on our customer care product is typically under a year.

5 You can make new service offers

Once you truly understand your customer base, and can segment it and have visibility to that customer's experience, then your ability to interact with your customer is transformed. Operators can use the knowledge they have gained from usage and network analytics to make new offers that add revenues where previously a user would have shut off service. For instance – make a roaming offer that actually entices a user to turn on his data. Or offer an extension to a data allowance rather than shut of service. Or use the power and quality of Voice over LTE (VoLTE) to offer enterprise customers deals on voice and video conferencing over LTE, rather than seeing those customers use a lower quality OTT service just because it's free. Or use knowledge of a user's experience to reach out and make an offer to prevent a customer from churning. Or in prepaid markets, operators can target just the users they know have been recently inactive, rather than message their entire customer base, to make an offer to bring that customer segment back to the market.

6 LTE data analysis opens up partnership opportunities

OK, so you know more about your customer because the better experience that LTE offers is keeping them on-net for longer. So now you can use that data, anonymised and aggregated in an innovative manner to provide geo-centric data to third parties. In France, a Tier 1 operator is using such data to inform retail owners about footfall so that they can make better siting decisions on new stores, and to inform city authorities about traffic patterns so they know where to locate parking facilities, and so on. We know other operators who are using the data to enrich the marketing offers of other parties – local offers, vouchers etc. Having connected, available users on the LTE network is critical to that level of engagement. Without it, operators lose to the WiFi service providers, and app-based voucher providers. With it, the operator becomes a key partner and adds value to his customers too.

7 You can enable all your people to speak the same language, at last

OK, it's fine to have the network and customer care data, to have the analytics engine, but a key transformation is that this enables your marketing, your customer care and even your network operations teams to speak the same language. They see the same data, in the same interfaces, can generate KPIs that make sense across the business. That's a huge change in inter-operator culture and working practice. It's really very powerful. It's amazing to think that all of this starts with a probe in the network, a DPI engine and a lot of analytics smarts. In a way, we're performing a translation service for operators – turning what looks like an impenetrable language into something understandable, turning what was a cost centre – network monitoring and operations – into a profit centre. LTE, with the key user experience enhancement, is the underlying driver of all that.

For more on how Astellia's Nova solution can help transform your LTE business models and improve customer's experience by providing unique network and subscriber intelligence, contact **infos@astellia.com**

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