The future of service assurance in telecommunications

Accelerating connections between your customers, your workforce, and your partners
The telecommunications industry never stops innovating—and its ecosystem is ever-expanding. To compete and win today’s savvier customer, communications service providers (CSPs) must reinvent the digital experience.

Making service assurance a positive experience for the customer is not just a differentiator, it’s a critical metric for success. But most CSPs aren’t set up for that kind of real-time response. Legacy systems, manual processes, and siloed teams prevent an exceptional customer experience—and they’re frustrating and unproductive for employees too.

These complex telecom ecosystems need an easier way to standardize, streamline, and ultimately be more efficient in their communications with customers. The future of service assurance lies in a connected telecom ecosystem that leverages automation and digital workflows to transform service delivery and issue resolution.

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"Service assurance is vital for a quality 5G customer experience"
Source: IDC

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Successful organizations will find a way to bring together Network Operations Center (NOC), customer care teams, and partners to unite processes, systems, and data.
Your customers
Give real-time updates
Help customers find answers fast

Your workforce
Speed up the resolution process
Proactively notify customers
Work faster and smarter

Your partners
Standardize and streamline integration
Speed up time to value
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Delight customers to drive loyalty

Give real-time updates

When your customers experience outages and unreliable connectivity, it can cause irreparable harm to your brand and reputation. Being transparent and proactive helps avoid negative experiences with your service, and in your response to customer issues.

A service assurance approach that starts by connecting all of your systems will help you deliver a more consistent, reliable experience. By creating this connective thread across your back, middle, and front office operations, you can begin to automate incidents and requests.

It can also help you stay ahead of the customer by proactively notifying them when there’s an issue—maybe even before they notice. Through digital workflows, the incident is automatically created, routed, and seamlessly tracked until it’s been resolved.
Help customers find answers fast

Customers expect answers immediately. Long calls and wait times are unacceptable, so any opportunity to arm customers with knowledge and capabilities to find solutions on their own is a huge win. The key to meeting—and exceeding—customers’ expectations for self-service is to put modern systems and tools in place that are accessible, anytime and anywhere.

→ DISCOVER MORE WAYS TO DELIGHT CUSTOMERS

Provide proactive updates to service issues and enable customers to monitor their own issue resolution status.

Offer intuitive tools that allow customers to manage their information and services within a convenient portal.

Achieve real-time clarity—for your customers and your staff—on the root causes of issues and take corrective actions.

Leverage virtual agents and chatbots to quickly resolve conversations with automated communication.
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Your partners
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- Speed up time to value
02 Your workforce

Connect teams to solve issues faster

Speed up the resolution process

Fragmented legacy technology has telecom networks drowning in disconnected, redundant data, with a single issue often creating unnecessary events or long resolution times. One major barrier is the task of manually correlating multiple events from a related incident. It’s a huge task for any team, and often results in lost time, less productivity, and reduced customer satisfaction.

Using a single configuration management database (CMDB) for all customer, service, and network data, CSPs can automate issue prioritization and resolution between back office and front office operations. With cohesive line-of-sight across the ecosystem, back office teams can better anticipate and communicate outages, root causes, and service degradation. This knowledge and access extends to front office teams, empowering customer care agents to handle every customer issue quickly, efficiently—and accurately.

Using ServiceNow®, Airtel saw a 48% reduction in resolution time and 80% reduction in NOC manual efforts.
Proactively notify customers

Time is always of the essence, especially when it comes to connectivity for your communications or media services. Customers just want to be ‘in the know’ and trust that their CSP is on top of things whenever networks go down or services are unavailable.

While CSPs work tirelessly to resolve issues quickly, ultimately aiming to get ahead of problems before they arise, the most effective way to do this is to engage customers in the solution process.

The key to delivering this proactive experience is to use digital workflows that deliver automated notifications across the organization—and to the customer. By alerting affected users to issues in real time, you can put the power in their hands to monitor incidents or make requests through a convenient online, self-service portal.

ServiceNow consolidated Airtel’s four legacy systems using a single service management platform, merging alerts from more than 30 network monitoring tools into one dashboard that conveniently sorts and alerts based on key rules.
Work faster and smarter

Siloed structures and limited information are a barrier to employee productivity—and happiness. Your teams need access to data and insights to help them operate more effectively and efficiently. By automating processes and putting information at your employees’ fingertips, you free them up to do their best work.

A single data source that encompasses your entire enterprise is the first step toward eliminating information silos, connecting areas of expertise, and ultimately solving issues faster—from common customer care scenarios to billing and service disruptions. Of course, this approach benefits customers, but it also benefits the company’s bottom line and your staff’s productivity too.

→ DISCOVER MORE WAYS TO CONNECT AND EMPOWER TEAMS

- Quickly deploy digital workflows to unite customer and network data.
- Gain a cross-network view for end-to-end visibility to all your teams.
- Achieve comprehensive monitoring to detect and solve issues earlier.
- Boost productivity with guided resolution, multitasking, and a single view.
- Arm agents with real-time data to notify customers about service disruptions and track the resolution process.
- Automate issue resolution by providing timely and informed information across the chain of command.
- Eliminate duplicate service calls and multiple visits to a site.
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03 Your partners

Build a connected ecosystem to accelerate value

Standardize and streamline integration

Telecommunication ecosystems are growing in complexity. As networks evolve, so do the various hardware and software components needed to operate it. Your own connectivity services may also be dependent upon partnering with other connectivity partners as you piece together your network at the physical layer. With the rapid increase of routers, switches, and firmware, and having to rely on connectivity partners to enable your network, it’s become a big challenge to assure services—and this is putting service level agreements (SLAs) at risk.

Standardized processes and products that work across all platforms become a lifeline across a CSP’s infrastructure. ServiceNow can serve as this connective tissue by uniting key systems and aligning to industry standards, like TM Forum, to bridge operations in an optimized, scalable way.
Speed up time to value

Build stronger partner relationships by working better and faster together through an agile cloud platform that understands all the intricacies of the telecom industry.

By prioritizing a better omni-channel experience for the partners you work with, you simplify, streamline, and automate cumbersome processes between your partner ecosystem, ultimately maximizing productivity, reducing the cost to serve your customers, and accelerating time to value.

CREATE A MORE CONNECTED, MORE EFFICIENT PARTNER ECOSYSTEM

- **Standardize processes** to reduce operational costs.
- **Streamline and automate** service availability and quality.
- **Join workflows and processes** by eBonding with enterprise customers to elevate service experience.
- **Accelerate MTTR** through self-healing networks.
Conclusion

With ServiceNow, you can automate service assurance and deliver better experiences by connecting the customer to the network on one platform.