

Success Story

LEADING MOBILE NETWORK OPERATOR IN UK

REINVIGORATING SERVICE DESIGN FUNCTION TO INNOVATE USER EXPERIENCES



CLIENT PROFILE

Client is a mobile network operator in UK and chosen partner by multiple MVNOs. With over 32 million connections to the network it runs 2G, 3G, 4G and 5G services across the UK and operates its nationwide Wi-Fi service.



CLIENT CHALLENGES

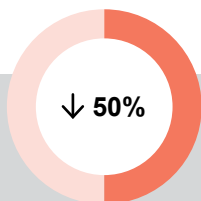
Client's in-house service design capability lacked focus on process, governance and quality leading to poor performance. They had limited resources to accomplish quality and excellence required for launching new services and providing superior customer experience.



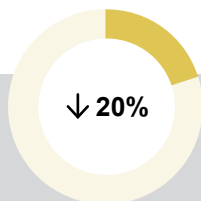
SOLUTION

We developed a robust Service Design Framework to improve team's ability to solve complex problems, address underperformance and improve operational effectiveness. Our framework defined & unified processes and created service design handbooks for implementing best processes. It also provided zero touch onboarding, six-sigma project governance and other best practices for resourcing and governance that drive growth and supported the team in delivering impeccable quality as per ISO 20K quality compliance.

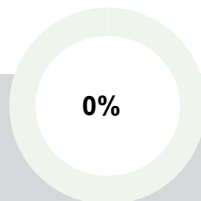
CLIENT BENEFITS



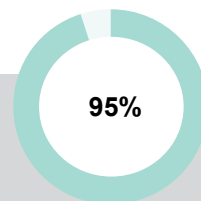
**GOVERNANCE
TIME**



**COST TO
DELIVER**



DEFECT



**ISO 20K
COMPLIANCE**

THE SITUATION

Our Client is a well-established operator in UK, delivering best customer experience with second largest customer base. In today's highly competitive market, it is imperative, they wanted to deliver impeccable customer experience with new and unique service offerings that enhance velocity and quality to serve customers effectively. To meet this objective and to generate positive business results, it was essential to embed continual improvement in all service design activities. However, Client's in-house service design team had limited resources to accomplish service excellence. Their service design capability lacked focus on process, governance and quality, leading to poor performance. The Client realized an urgent need to establish best practices for design services.

They required a solution that would address underperformance, improve operational effectiveness and enhance overall business performance. Client needed a partner to carve out a strategy to address the following challenges:

- Lack of well-defined policies, procedures and processes leading to increased errors/mistakes affecting business reputation
- Poor governance leading to project failures and lower service design function maturity
- Lack of internal quality audits leading to non-compliance of ISO 20K audits
- Poor resource management and time consuming onboarding process leading to a system of inefficiencies

TECH MAHINDRA'S METHODOLOGY AND SOLUTION

We helped the Client identify potential performance barriers and develop a robust Service Design Framework to improve team's ability to solve complex problems and deliver a great experience. Our service design framework defined and unified processes, provided best practices for resourcing and governance that drive growth and supported the team in delivering impeccable quality as per ISO 20K quality compliance.

Service Definition & Design Methodology

1

Concept

- Scoping
- Impact assessment
- Drafting service model

2

Feasibility

- Assess service feasibility
- Draft high level customer journeys/processes
- Refine project plan
- Business case creation & sign off

3

Design & Develop

- Define customer journeys/procedures, service structure, topology, catalogue, KPIs, SLAs
- Define Ops Readiness & Training plan

4

Test & Implement

- Conduct ORT & review
- Identify and fix issues if any
- Update work instruction based on testing

5

Service Launch

- Launch service into in-life
- Handhold orders for operations
- Resolve queries/issues

6

Post Launch

- Post implementation review (PIR) analysis and report
- Continuous service improvement mechanism

**WHAT ARE YOUR CHALLENGES?
LET'S WORK TOGETHER TO SOLVE THEM!**

To know more contact us: befutureready@techmahindra.com

BUSINESS EXCELLENCE – TECH MAHINDRA CONSULTING