

LEADING TELECOM OPERATOR

**Reimagined Customer
Service Assurance to
Deliver New Value and
Growth**



CLIENT BACKGROUND AND CHALLENGES

Our client is one of the leading Telecom operator providing wholesale broadband access network services to its customers in Australia. As the telecom ecosystem expands, it has become increasingly complex to deliver high-quality, reliable service. Client's business increasingly relies on service assurance as one its competitive differentiators. Client wanted to take a relook at their Service Assurance Strategy to ensure that services offered over networks meet a pre-defined service quality level for an optimal subscriber experience. Client was struggling with some of the following key challenges and required our help to reimagine Customer Service Assurance.

- Large number of disparate improvement initiatives
- High Work Effort intensity

- Long cycle times for redressal of complaints
- Large number of truck roles

Thus, the client brought us on-board to achieve following aspirations:

- They wanted more efficient IT systems
- Simplify the interaction with internet retailers, delivery partners and internal workforce to generate attractive ROI
- Improve performance and reliability of HFC, FTTC, and FTTN networks by taking fiber deeper into the network

We identified eight improvement themes encompassing process improvement, customer journey, data and automation, and transformation to help client reimagine Customer Service Assurance.

TECH MAHINDRA'S METHODOLOGY AND SOLUTION

Client had designed, built and operated 11.9 million 'Ready to Connect' and 8.2 million 'Activated Premises' through fixed line services, satellite and fixed wireless technologies. The average monthly download per fixed-line customer had grown 30 times, from less than 10 GB per month to over 300 GB per month. Also, the average wholesale speed ordered on client's network had grown by 34% in last 5 years from 34 Mbps in 2015 to 46 Mbps in 2020. It was projected that download data demand will grow over 1,000 GB per month by 2029. Thus, to meet the current and future demand, the client wanted to ensure its highest wholesale speed plans are available to at least 75% households and businesses in the fixed-line network latest by the 2023.

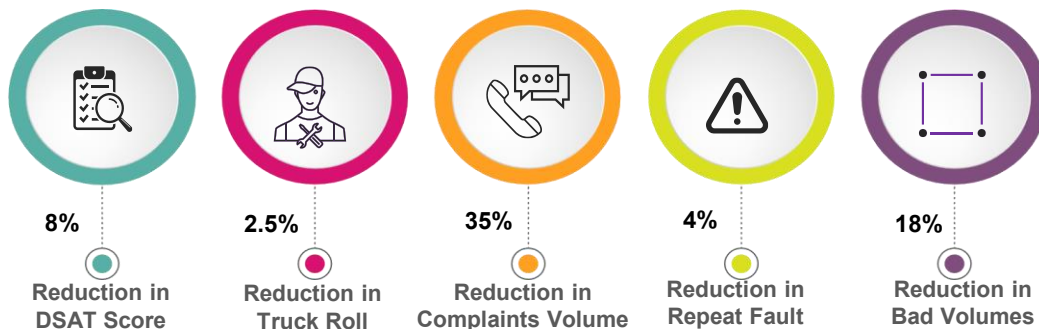
Our experts suggested a two-phase approach to enable Service Assurance Transformation.

Phase 1: The program conducted a rapid appraisal of the current service assurance environment, to identify key pain points requiring remediation. The key improvement themes and use cases to transform the service assurance experience were defined.

Phase 2: The program delivered these 23 use cases via a set of 9 discrete work streams over a period of 12 months, enabling the client's transition to a world class wholesale communications service provider, targeting improvements in the following key performance metrics:



BENEFITS REALIZED



BE. Tech Mahindra Consulting

To know more, reach us at befutureready@techmahindra.com



Tech Mahindra
Connected World. Connected Experiences.