

eoPath Commit

Customer Experience and SLA Management for Key Accounts and VIP Customers

Introduction

In an ever-increasing competitive marketplace, the importance of understanding your customers' experience is paramount for customer retention and long-term profitability. As in most other businesses, a small subset of the entire customer base accounts for the lion's share of your revenue.

To put you in control of the service quality you deliver to your key accounts and VIP customers, Anritsu has developed eoPath Commit – an application that gives you two things:

- A near real-time view of how your customers actually experience your services
- A service level agreement view, giving you an instant overview of service quality in relation to the service objectives defined in each customer's SLA

eoPath Commit is unique in showing you the true customer experience as a single, powerful indicator, thanks to its ability to model a number of network and service indicators. And because you're alerted almost in real-time, your service operations can take actions to minimize any threats to the service and avoid a possible SLA violation.

This powerful application enables key account managers to keep track of their customers, provides customer operations with the information they need to deal with possible customer complaints, and helps service operations meet the service objectives defined in the customer SLAs.



Key Benefits

- By reacting to issues affecting customer experience, service providers can significantly reduce churn amongst key accounts and VIP customers
- Reduce SLA violations thru proactive troubleshooting
- Reduce operational costs by efficient collaboration between key account managers and other departments

Features

- Near-real time view to true Customer Experience in one single powerful indicator
- SLA status monitoring and reporting
- Dashboard style interface with fast problem pinpointing
- Effective alarm support
- Cross-departmental workflows
- Click-and-email report function

Understanding Customer Experience

The unfortunate truth is that many Service Providers lack efficient and accurate methods for determining the service level they offer their customers. Many of the systems used by Service Providers are just too crude to give any reliable information about the actual experience your Key Account or VIP customers' are having.

eoPath Commit is more than a collection of traditional key performance indicators. It is able to model customer experience and construct higher level, reliable key indicators such as:

- Number of hours where a VIP has experienced problems with internet access
- Overall assessment of health of services provided to a corporate customer

Features

Reliable Customer Experience Indicators

Understand the true customer experience in one single powerful indicator.

Reduce SLA violations by close monitoring

Service Level Agreements (SLAs) gives the credibility needed to prove the service quality promise and differentiate with respect to competition. One single powerful SLA indicator and automated reporting makes your SLA monitoring a breeze.

Increase your focus on Key Accounts and VIPs

The intuitive web based user interface with dedicated Customer Experience and SLA views for key account managers and other non-technical staff enables you to monitor if any VIP individual is experiencing a low quality of service.

Easy SLA management

Associate customers with configurable service profiles such as "Gold HTTP" or automate SLA reporting with scheduled report generation. User friendliness and easy accessibility for non-technical staff increases the return on investment.

Summary

Customer satisfaction is vital to sustain and increase revenue. Only by meeting the demands of their high revenue key enterprise/VIP customers, Service Providers can secure long-term profitability.

As part of our Service Assurance solution offering Anritsu offers near real-time customer quality of service monitoring. Its SLA performance monitoring capabilities empowers the network- and service operations personnel to proactively act on service incidents that otherwise could cause violations of customer SLAs.

SLA Report for Spiffy Corporation
SLA Performance of Last 6 Months

	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09
SLA Fulfillment	✓	✓	✓	✗	✓	✓
SLA Details						
Service / Indicator	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09
Voice	✓	✓	✓	✓	✓	✓
Voice Service Availability (% of hours in month)	99.5	99.4	99.5	99.3	99.4	99.5
Call Success (% hours with acceptable call success rate)	97.5	96.5	97.5	87.5	97.4	96.8
SMS	✓	✓	✓	✗	✓	✓
SMS Delivery Success (success rate)	99.2	99.2	97.5	97.5	98.7	96.8
Data Services	✓	✓	✓	✓	✓	✓
Data Service Availability (% of hours in month)	99.7	98.3	97.5	94.2	97.7	96.5

Figure 1: Customer report that contains the current and past SLA performance



Figure 2: "My accounts" view provides an overview on Customer Experience and SLA status for accounts pertaining to the Key Account Manager

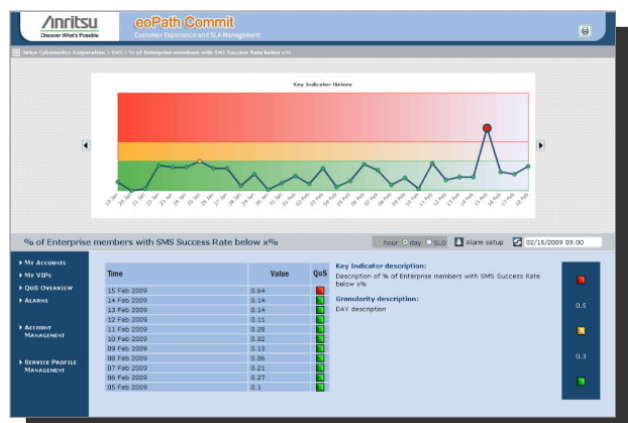


Figure 3: Key Indicator View shows the historical trend for selected key indicator and key account