



CASE STUDY

SOLVATIO® Smart Analytics Helps Transform Sunrise's Customer Service



CHALLENGE

Efficiently manage technical customer support, systematically eliminate root causes



SOLUTION

Significant KPIs for customer support operations and problem management

RESULT



200+ different root causes captured



10+ new root causes identified per week



CUSTOMER

Sunrise is delivering a full range of services across all market segments. Sunrise is the leading non-incumbent operator in both the mobile (prepaid and postpaid) and landline retail voice markets, as well as the third-largest landline internet provider with IPTV.

Around 3 million customers use Sunrise products and services in the areas of mobile telecommunications, landline network, Internet and IPTV. The Sunrise business customer division

offers individual communications solutions for business customers. The Sunrise mobile network provides 99% of the population with modern mobile network services. A high-performance fiber-optic network with a total length of 10,000 km enables provision of high quality voice and data services throughout the country. Sunrise can reach approximately 85% of all households with its broadband services. Sunrise operates more than 100 Sunrise centers throughout Switzerland.



CHALLENGE

Due to a lack of transparency about important business KPIs it was difficult to efficiently manage customer support. Moreover, in the scope of problem management it was not possible to systematically identify and eliminate root causes.

Prior to the introduction of its new customer support platform SOLVATiO® 9, Sunrise experienced a lack of transparency about customer support quality and received customer complaints about different support quality from agent to agent. Essential parameters e.g. customer issues, fault reasons, process step durations, call center resolution

rates etc. were not recorded with sufficient detail and specificity. No instrument was in place to steer and control the support process quality. Another gap existed with regard to problem management and root cause analysis where e.g. it was not clear how often CPEs were exchanged although they were not defective. In general, it was difficult for our data scientists to conduct ad hoc analyses owing to cryptic naming and/or lack of data points.

Due to these information gaps, significant cost drivers could remain undiscovered.



SOLUTION

The SOLVATiO® Analytics & Reporting Framework allowed for the first time to provide significant KPIs for the customer support management as well as for problem management.

In Q2 2015, the introduction of the customer support platform SOLVATiO® 9 was taken as an opportunity to provide a solid basis for powerful analytics and reporting for the technical support units. During the implementation phase preceding the launch, relevant business KPIs were defined together with the analytics team of the software vendor, iisy AG. The KPIs were designed based on requirement from the Sunrise management and validated with iisy AG's expertise gathered over many Telco projects.

Every single step of the incident handling process from gathering the customer's complaint to identifying the fault reasons to applying the appropriate recovery actions to finally measuring success was captured. This proved to be straightforward using the SOLVATiO® Analytics & Reporting Framework. The framework provided the

predefined data structures and tools to generate information rich and meaningful data points at the touch of a button. After an initial coaching by iisy, the framework was used autonomously by Sunrise's SOLVATiO® authoring team. Furthermore, the KPIs have been embedded in a consistent BI tool and exposed to internal and external staff.

From time to time, the naming and positioning of the data points underlying the KPIs were reviewed in joint workshops between Sunrise and iisy's business consulting team. Using the framework, identified issues e.g. missing data points could easily and quickly be corrected. This made sure that Sunrise's analytics team was able to autonomously conduct high quality analyses and reports.

Thus, the SOLVATiO® Analytics & Reporting Framework proved to be capable to cope with new analytics requirements, some of which arose with the introduction of the self-care support extension in Q3 2015.

SOLVATI^o Analytics has fundamentally improved technical support by enhancing process efficiency, resolution quality and customer experience.

Based on the analytics data points, a number of standard reports were set up, covering areas such as utilization of the support platform, backend system reliability, call center performance, top call drivers, incident resolution rates, problem management and many more.

Among other analyses, hardware exchanges were an especially important area to look at due to the high costs associated with unjustified replacements. E.g. it was now possible to retrieve a very detailed picture about all circumstances associated with router changes including router model and firmware version, data of the DSLAM it was connected to, connection data such as loss-of-sync rate, conducted tests, call center teams involved in troubleshooting, handling times of every step involved, whether the customer complained again

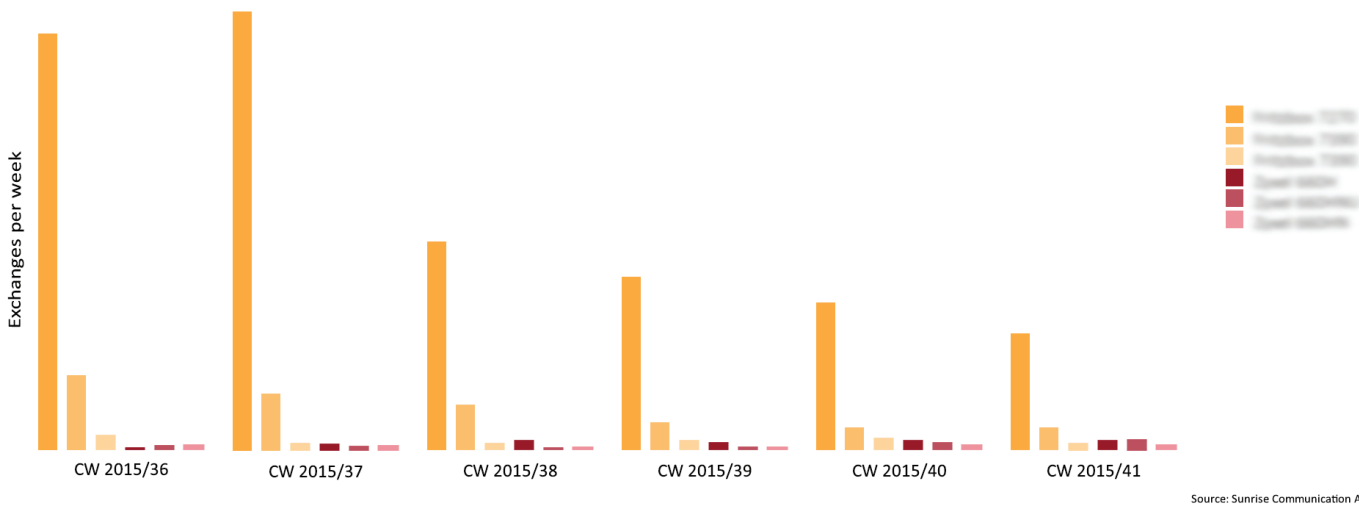
after the router exchange and a plethora of more.

In the area of helpdesk incident handling, transparency was gained about the first level support solving rate and about the root causes underlying the resolved cases. This allowed to better steer the handover from first to second level technical support as well as to identify levers to expedite the resolution of customer issues.

In the field of problem management it was for the first time now possible to systematically identify root causes such as customer installations, faulty CPEs and even network problems.

It is no exaggeration to state that the new analytics capabilities have helped to transform technical support. As such there is a sound basis in place for continuous improvement of process efficiency and quality assuring high customer satisfaction.

Development of Hardware Exchanges by Device Model



„The new SOLVATI^o Reporting is a big step forward for our organization. We have gained a deeper insight into the different use cases and root causes of the technical support and can define appropriate actions to improve efficiency and customer satisfaction. Based on the current deployment we are looking forward to collaborate with iisy to further drive mission critical Key Performance Indicators and reshape our organization.“
David Rivière, Manager Contact Center Services - Operations

„I am delighted to see how the new integrated reporting helped to bridge the gap between SOLVATI^o and the business operations by providing an easily consumable look at its utilization displayed alongside key business metrics. Sunrise has now a tool to better understand the correlation between incidents, causes and troubleshooting that contribute to the daily requests to our 1st level support agents. This milestone will help to collect deeper insights for optimizing our customer quality of experience.“
Carlo Rossi, Senior Project Manager ITBPPM

ABOUT US

Already on the market for 20 years, iisy AG – originally founded as a spin-off of the University of Würzburg – has established itself as a leading solutions provider in the field of diagnostic automation and smart decision support for efficient problem resolution in technical environments.

With our software solution SOLVATIO® we are the market leader in reactive and proactive detection and resolution of complex technical defects in telecommunications. Leading international communication service providers like Deutsche Telekom, Swisscom and TELUS count on us in order to consistently deliver their promise on which their more than 30 million customers rely on day by day.

Smart automation of efficient decision-making in the area of industrial manufacturing optimization (industry 4.0) via data mining, predictive analytics and machine learning is another focus of our activities. We assist companies on their way to digital transformation and help them to achieve higher productivity through fault rate reduction and improved plant availability.

OUR CUSTOMER



CASE STUDIES

<https://www.solvatio.com>