

CABLE-TEC EXPO® 2017

SCTE • ISBE

THE NEXT BIG...

DEAL
CONNECTION
INNOVATION
TECHNOLOGY
LEADER
NETWORK



DENVER, CO
OCTOBER 17-20



USING ENHANCED ANALYTICS TO ENHANCE
CUSTOMER SATISFACTION

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The imperative of customer-centric operations

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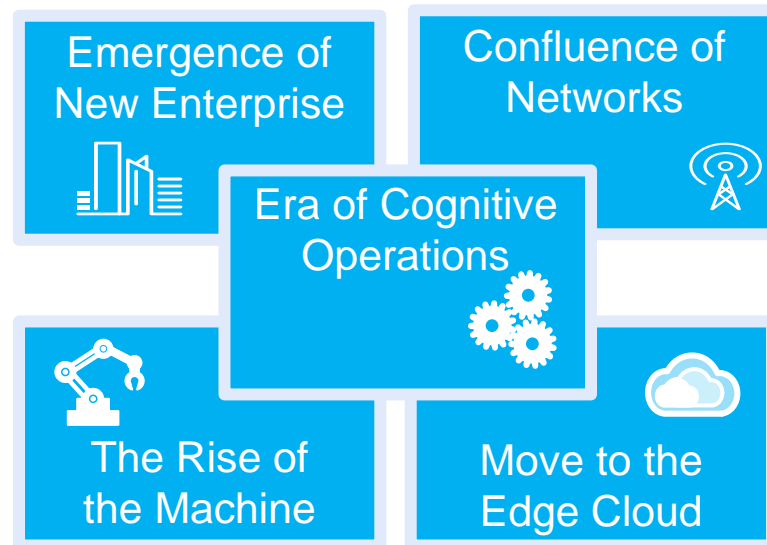
Enabling the new era of networking, shaped by the digitization and connection of everything and everyone to create time through automation

Leading trusted, vendor agnostic advisor with 100+ consultants and @100 projects per year

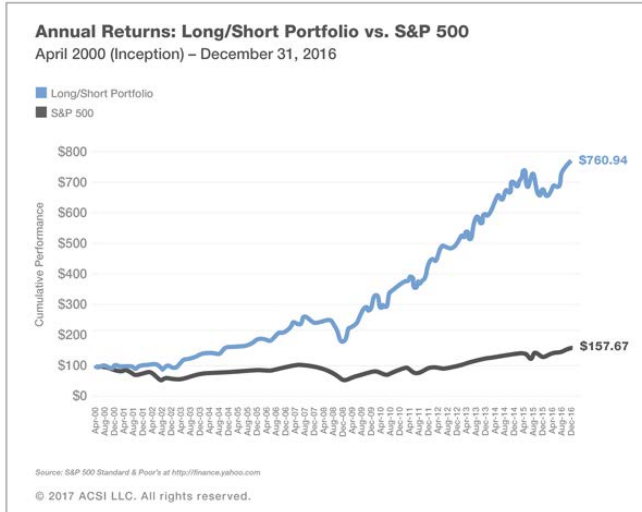
Excelling where economics and performance tradeoffs are not well understood

The Future X Network

— published 2015

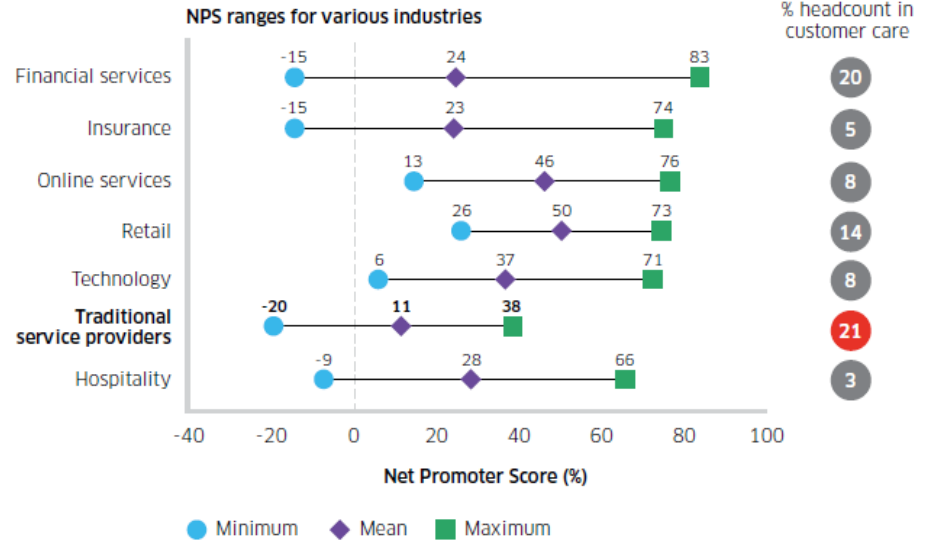


Returns for actively-managed long/short portfolio using American customer satisfaction index



<http://www.theacsi.org/national-economic-indicator/financial-indicator>

but NPS scores of traditional service providers lag behind other industries



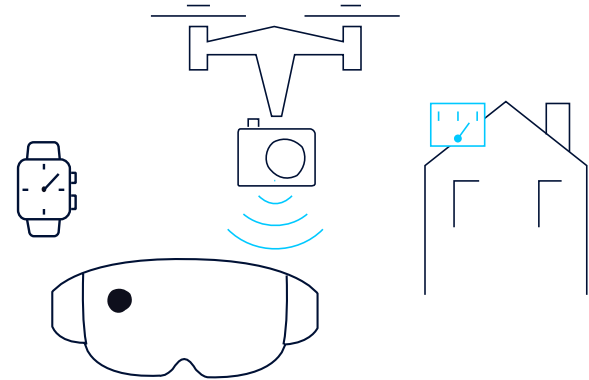
Investments in improving customer satisfaction have not yielded desired results

THE TRADITIONAL SERVICE DELIVERY MODEL IS CHANGING RAPIDLY

Subscription based static
consumer or enterprise
services



Dynamic, context aware
delivered when needed and
consumed as wanted



Web scale companies are changing the game and they are increasingly the competition for MSOs

OPERATIONS NEEDS TO CHANGE TO MEET NEW DEMANDS

New requirements on MSO operations to optimize customer value

Learn

Buy

Get

Use

Pay

Service

Loyalty

Offer customizable, dynamic services

Enable 3rd party services rapidly

Give customer self serve control

Predict and prevent customer impact

Adapt services to customer demand

Personalize services to customer context

Acquire

Market & Sell

Fulfill/Order

Cust Manage

Service Assure

Charge Bill

Retain Optimize

MSO Touchpoint Capabilities



adjust



measure

DO YOU THINK THAT YOUR CURRENT
MSO OPERATION WILL BE ABLE TO
MEET THESE REQUIREMENTS?



THE AGILE, ADAPTABLE, CUSTOMER CENTRIC FUTURE OPERATING MODEL

Requires self aware and customizable cloudified services

Requires self healing networks to minimize manual operations

ARCHITECTURE PRINCIPLES

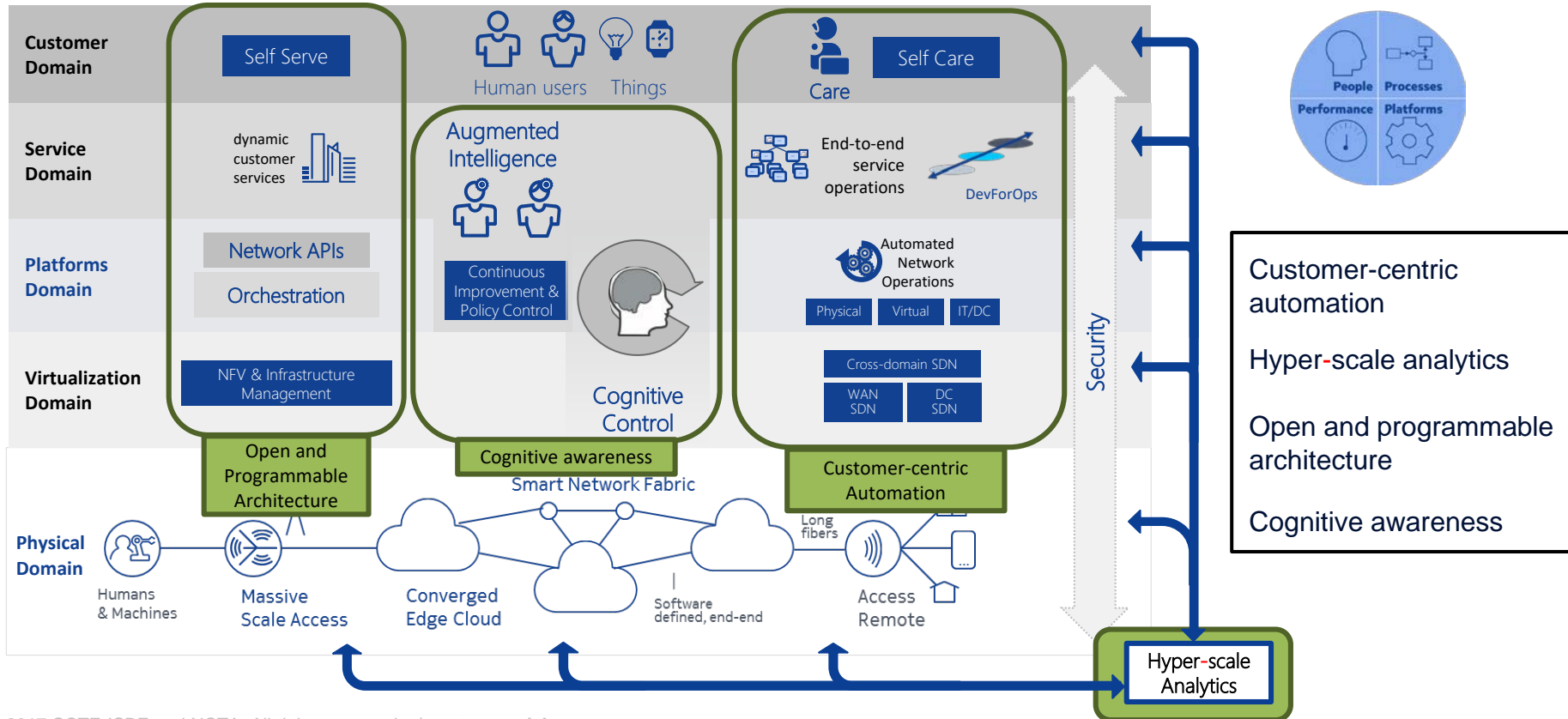
- **CUSTOMER-CENTRIC AUTOMATION** for fast and frequent adaptation of services to customer needs
- **HYPER-SCALE ANALYTICS** to predict, isolate and remedy customer-impacting degradations
- **OPEN AND PROGRAMMABLE ARCHITECTURE** for personalization and interoperability of services
- **COGNITIVE AWARENESS** for optimization of services within multiple dimensions of context

Requires self learning to predict and prevent customer impact

Requires self-optimizing and adaptable service delivery

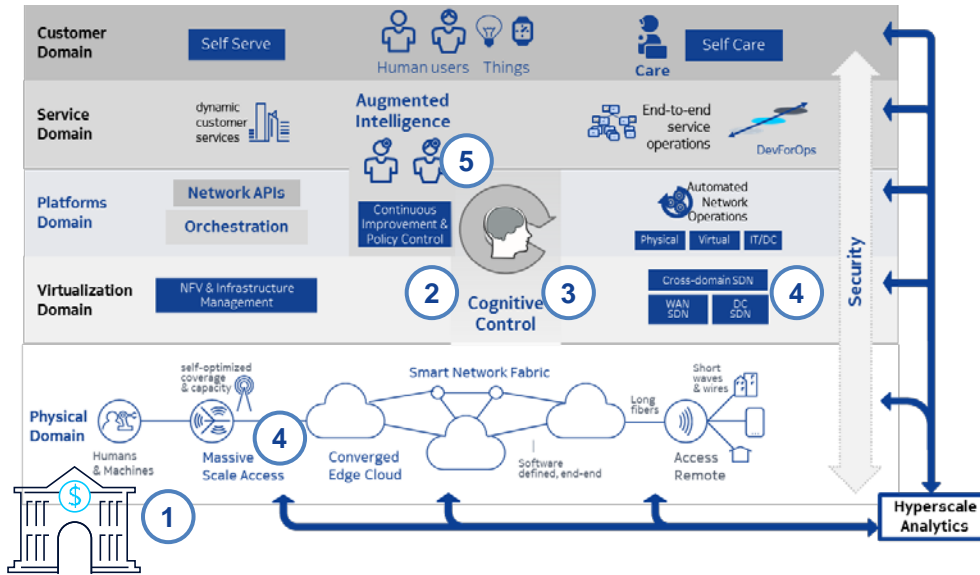
Requires self service and third party interoperability

CUSTOMER CENTRICITY IMPACTS ALL DOMAINS OF FUTURE OPERATIONS



EXAMPLE USE CASE : THE NEW SD-WAN SERVICES

DYNAMIC FULFILLMENT OF RESOURCES TO MEET DEMAND

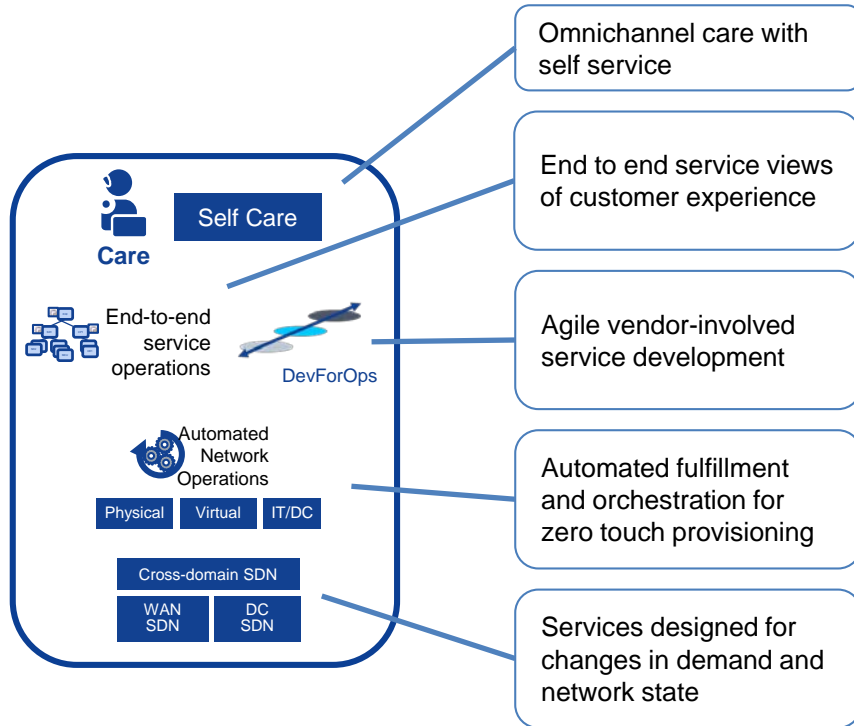


- 1 Detect** recurring patterns of higher bandwidth and QoS demands at an enterprise site through analytics
- 2 Correlate** increased bandwidth and QoS needs with the underlying enterprise application
- 3 Determine** the optimum resource allocation within current SD-WAN service policy to deliver the required bandwidth and QoS
- 4 Orchestrate** just-in-time required bandwidth and QoS at target site
- 5 Self learn from customer behavior to suggest new rule-based policy for SD-WAN service considering customer applications and target sites**

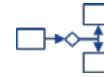
Enable dynamic fulfillment of resources aligned with business policy for SD-WAN services

DO YOU THINK THIS FUTURE MODE
APPLIES TO YOUR OPERATION ?





Empower Innovative disruptors
Acquired automation and software skills



Implement Service management
Adopt Dev-for-Ops methods



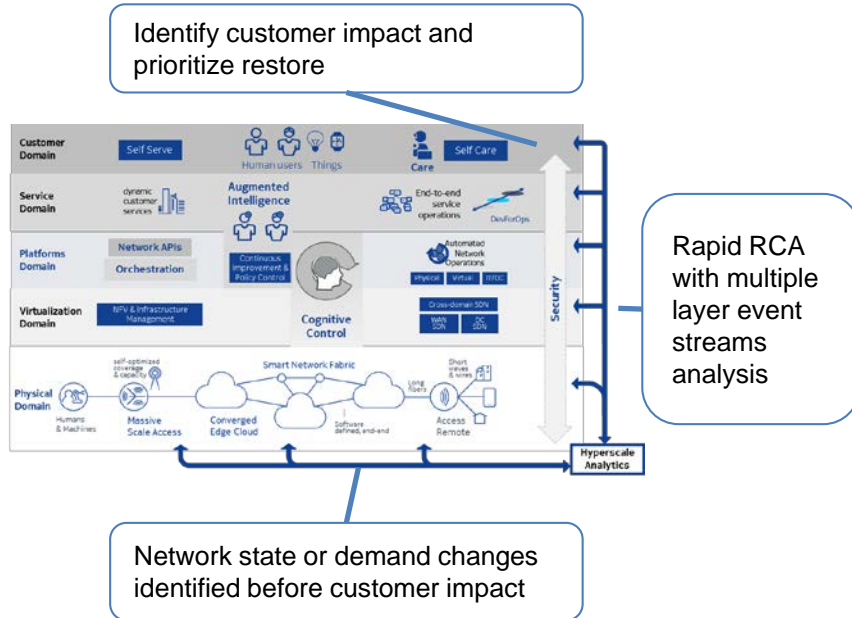
Enrich self service portals
Automate omnichannel workflows



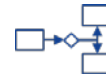
These drive dramatic improvements in
operations performance

Avg Svc Cycle Times < 3 minutes

Sev 1,2 MTTR w/out construction < 1 minute



Adopt a culture of data-driven operations, with easy access to data across all silos



Data integrity by consistent use of tickets, resolution codes and workflows

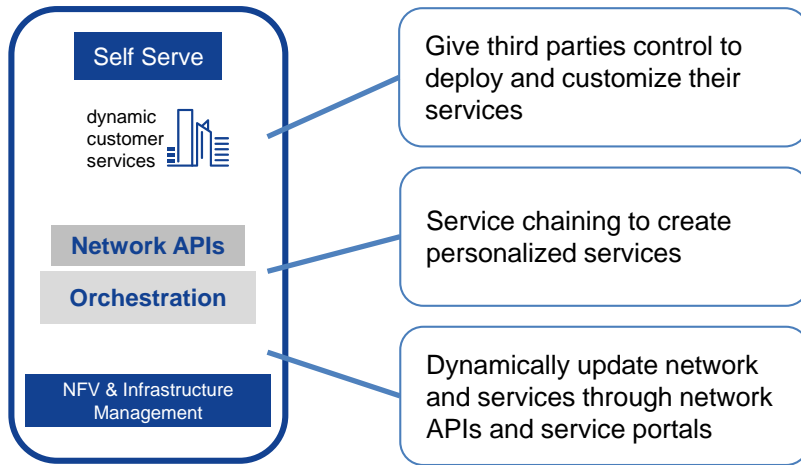


Distribute analytics capabilities at the edge and core

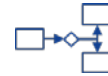


These drive improvements in customer experience

Customer Impact Time will be measured accurately and trend to less than 3 minutes on average



Software and automation skills for service design



Enforce globally standard base service designs with local customizations with documented API interfaces

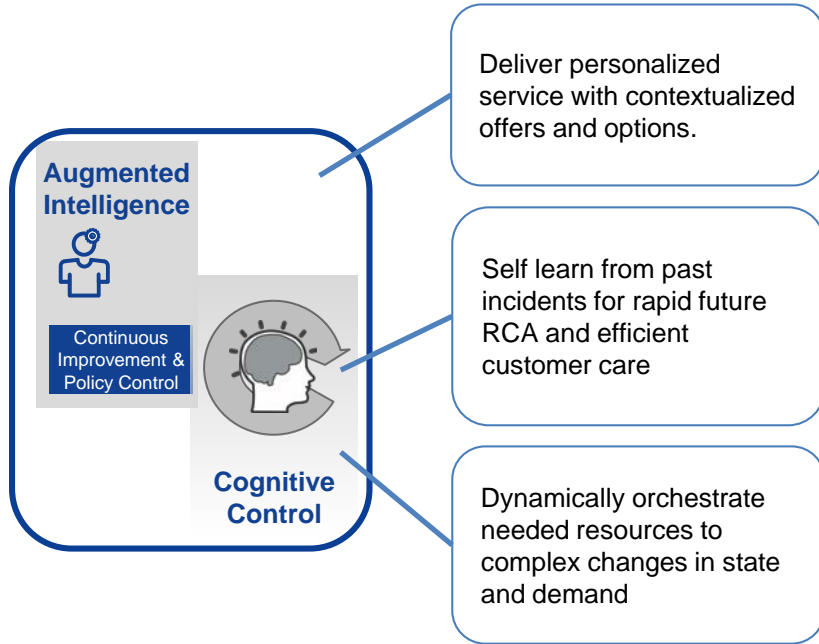


Adopt API gateways and self service portals into architecture

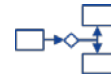


These drive increases in service agility

% Customizable services shift from very few to over 60%



Align policy management with business goals
Make better decisions using insights from analytics and machine learning



Test operational readiness before deployment of self-learning capabilities
Augment incident management with analytics



Provide a foundation of self learning platforms
Adopt common ticketing systems



These drive improvements in customer experience

Service Adaptation Rate evolves to less than 30 seconds

ARE YOU LAYING THE FOUNDATION TO OPERATE IN THIS MODE IN 5 YEARS ?



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THANK YOU!

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