

SCTE CABLE-TEC
EXPO'13
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CUSTOMER EXPERIENCE MANAGEMENT FOR WI-FI

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Wi-Fi Data Points



Wi-Fi

70%

OF USERS ARE IN Wi-Fi ZONES
WITHIN A 24 HOUR PERIOD

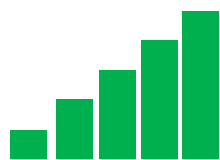
DEVICES



90%

OF TABLET GENERATED
TRAFFIC IS ON Wi-Fi

CELLULAR



65%

OF CELLULAR TRAFFIC
CAN BE ON Wi-Fi

Alcatel-Lucent market analysis



Deployment Models

Community

Outdoor hotspots

Small and Metro cells

Enterprise



Home Wi-Fi SSID
Home password

Opt In/Out



Community SSID
Account login

Registration



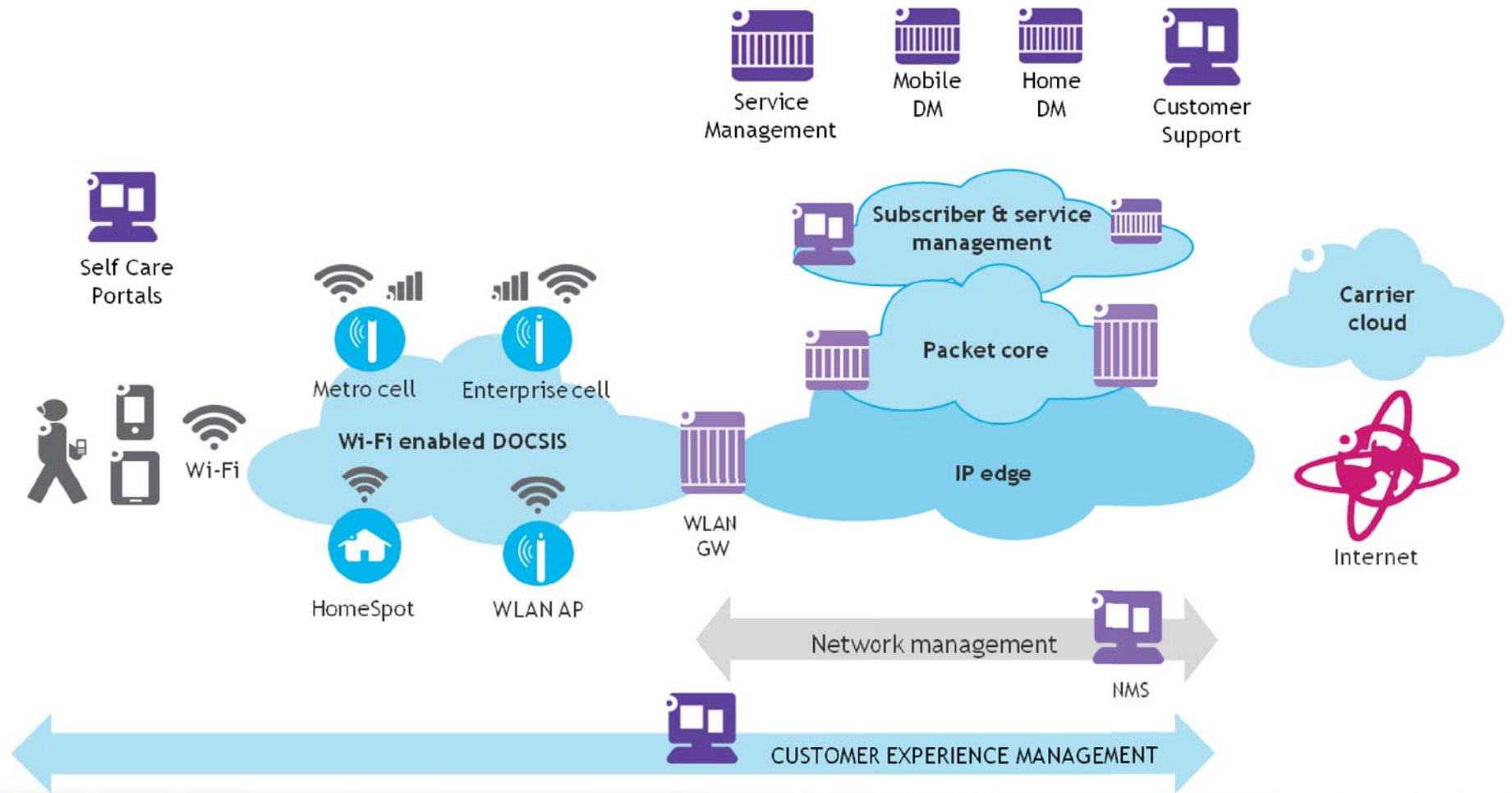
Roaming to partner networks

ANDSF* policy

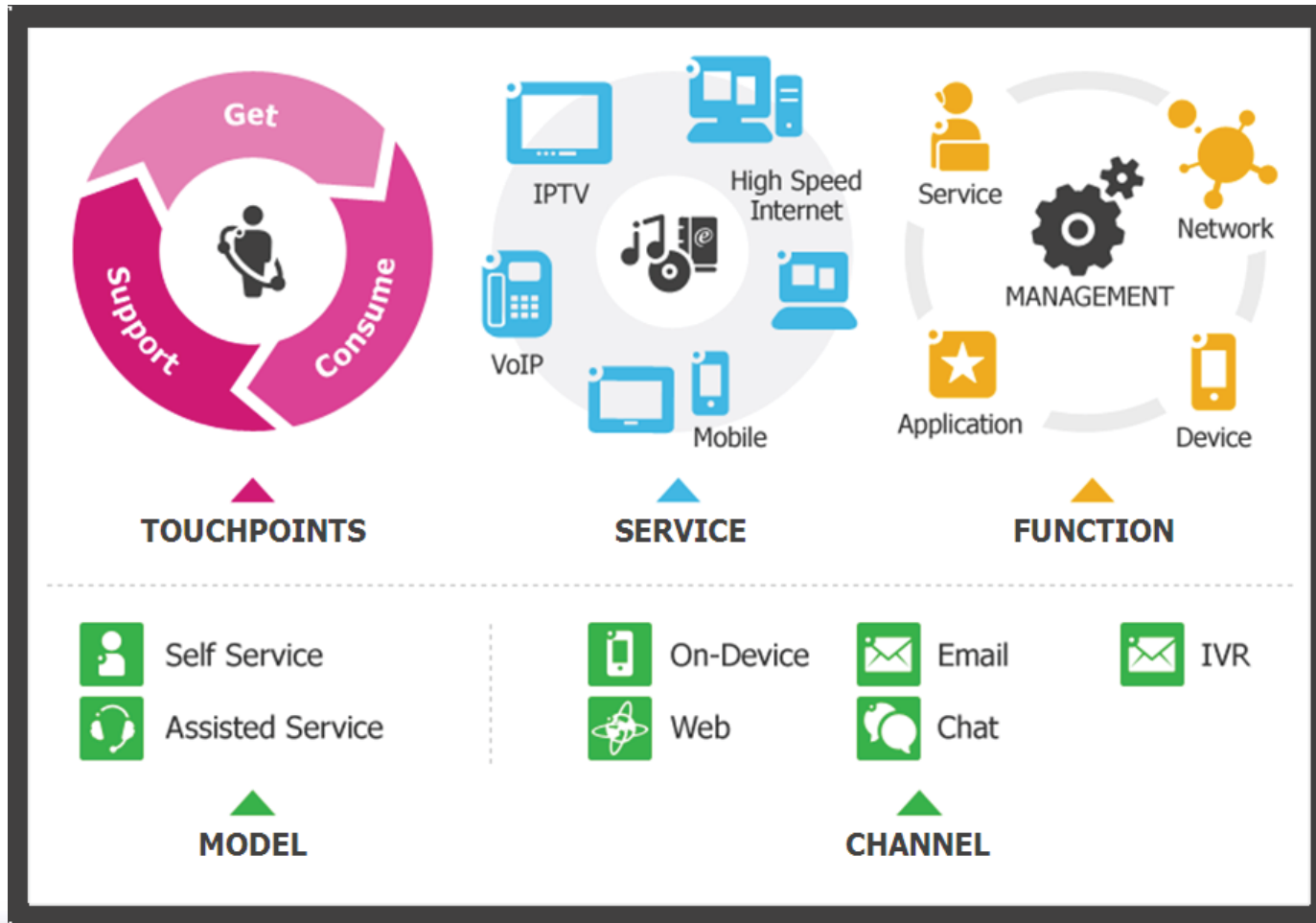
**ANDSF: Access network discovery and selection function to assist user equipment (UE) to discover non-3GPP access networks – such as Wi-Fi or WIMAX*



Deployment Models



Managing the Customer Experience



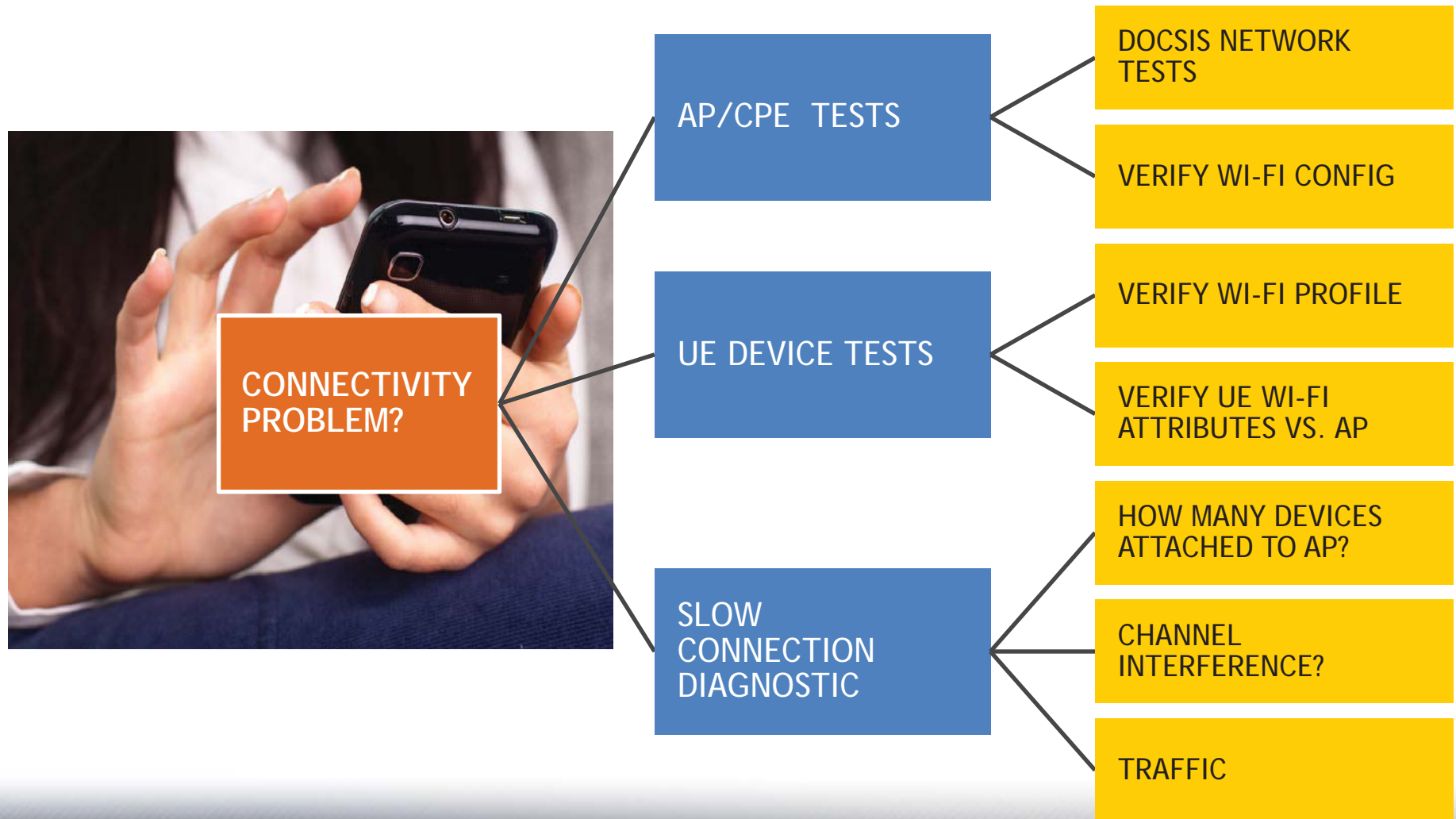
The Role of Device Management

Enable a high quality experience

- ▶ Configure, manage, support
 - CPE using the TR-069 family of specifications
 - Device Wi-Fi profiles using TR-069 band OMA-DM
- ▶ Visibility of the end user environment
 - Monitor APs and the Wi-Fi network
 - Verify device settings
 - Troubleshoot connectivity



Using Device Management



Managing the Wi-Fi Experience

MULTI-CHANNEL SERVICE ACTIVATION

Installation, activation, and configuration of services, home networks, and public Wi-Fi using multi-channel self service.

DEVICE ACTIVATION

Activate and configure UE and hotspots for public Wi-Fi using standards based or proprietary management interfaces.

CUSTOMER CARE

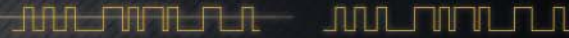
Workflow based support and remediation of connectivity, configuration, and service issues using automation.



Conclusions

- ▶ Standard device management protocols
 - Enable improved activation, management, and support
 - Reduce operational expense
- ▶ Device configuration knowledge improves the Wi-Fi support experience
 - Solve high volume calls fast
 - Automate diagnostics and resolution





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