



EXPERT OPINION:

Keeping everyone happy

For mobile network operators in emerging and developed markets there are clear arguments in favour of mobile self-care. So, how have such strategies and systems developed in the last few years? And how have the services supported by mobile self-care evolved?



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More than ever, operators require an effective communication channel through which subscribers can be reached to hold on to their market share and ensure long-term revenue. Orga Systems provides a modern solution, offering a central hub, matching subscriber-related events and parameters to notification messages. On top, the solution supports multiple communication channels as well as the delivery time or time period.

This solution informs subscribers about relevant account information in real-time thus giving them full control. Subscribers will always feel well-informed. The tool enables operators to establish a closer and deeper relationship with the customer. Continuous interaction is important.

This way, operators can cut expenditure by reducing call centre costs and customers feel well informed and always up to date regarding their account and conditions. Pushing the information to the customer rather than making them pull is the key!

Active customer notification and advanced self-care services

Today's customers want to have full control of their mobile services, seamless mobility and outstanding convenience. For an ideal customer interaction, operators need to switch to mobile self-care options that can reduce costs and increase customer satisfaction. As customers want to have instant access to their personal profiles and account information, a convenient and fast self-care solution is needed.

Orga Systems' customer self-care system makes life easier for both the telecom carriers and their subscribers. The services use wireless Information Query (wIQ) to initiate a

menu-driven self-care suite via USSD. It offers several easy-to-choose query choices and profile update options. These may include simple bonus or account queries, a request to change tariffs, an update of frequent numbers, or the subscriber can carry out a self-registration.

Benefits can be maximised by the combination of active customer notification and advanced customer self-care services. These inform the user and give him or her full control over all their enquiries.

For the subscriber, easy-to-use menus, convenient 24/7 access and fast information processing are the most positive aspects. For operators, lower costs and higher customer satisfaction leading to enhanced customer loyalty are the main advantages.

How to reduce costs and increase customer satisfaction

In recent years, as revenues have dropped and operators have come under more and more pressure, self-care has risen in operators' wish lists. On the one hand operators need to reduce costs – for example, by consolidating systems and services but also by introducing more self-care applications to lower call centre costs.

By offering a set of advantages to customers who use self-care rather than call the customer call centre, many subscribers have become used to this and accept the solution. Services supported by self-care provide immediate RoI advantages and superior benefits to lower costs and increase customer satisfaction.

Orga Systems sees that services are being developed with self-care in mind. For example, a solution, allowing pre-paid ►



customers to easily request a reload for their account when they are running out of money can be installed. The pre-paid customer simply sends off a free-of-charge message requesting a top-up from another subscriber on the operator's network. Using the system, mobile operators can easily manage and control the transaction model and profit from the transaction fees incurred. The solution provides a simple yet fast method to keep pre-paid customers active, to increase traffic and to provide immediate RoI advantages.

The advantage for the subscriber on the other hand, is that even when he is close to running out of money he can have his account reloaded and thus use all the services he wants to use. At the same time, the operators benefit from customers never being in a zero credit dilemma where they are unable to use services and thus generate no revenue.

One disadvantage of self-care applications in general may be that services must always work 100% correctly to avoid fraud and customer dissatisfaction – 24/7, 365 days per year. So, services must be perfect not to worsen matters more than they improve.

Customers want seamless mobility, convenience & control

Telecom customers today are more demanding than ever. They want seamless mobility, convenience and control – anytime and anywhere. Communication service providers are also seeking new ways to improve service and customer experience levels. That is why operators are starting to invest in real-time communication and customer interaction capabilities.

With direct communication solutions, telecommunications operators can choose from a wide range of applications and products to ease service usage and to enhance subscriber self-care capabilities; for example at Entel PCS in Chile or Astelit(life:) in the Ukraine where operators need to focus on customer orientation to succeed in a highly competitive market.

Service providers' attitudes vary according to

many factors – service type, geography and scale are only three of them. Many telecom operators will have to rely on customer care services soon as they need to inform and update their subscribers on important information and send personalised messages.

When they don't have sufficient pre-paid credits, mobile customers can take advantage of solutions that feature a convenient pay-for-me functionality. With Mobile Self-Care and IVR systems, subscribers can easily access their accounts and can change personal settings at any time.

In today's market, differentiation is crucial. That is why operators require – more than ever – an effective communication channel through which they can reach the subscriber, in order to hold on to their market share and ensure long term revenue.

Tools for a closer and deeper relationship with the customer

Availability, scalability and – foremost – real time have shown to be the biggest obstacles for implementing wider online bill payment. Operators need to be supplied with the tools to establish a closer and deeper relationship with the customer by continuous interaction. Use cases must be handled, ranging from simple notification algorithms to indicate a reached credit limit, to new product offers and valuable account information, personalised for the individual subscriber.

Operators must understand, and control, customers' experience of services – from marketing through delivery and billing to cash collection. Analysts see this experience as the glue that binds the retail market – and cash – to the network business. The experience today for them involves much more than just a network service: it's a combination that also includes devices, software and content.

Therefore, hosting of new online payment services for third parties without detailed customer knowledge has to be enabled, but shows the need for customer interaction and the problems caused by not being able to personalise customer communication. 📱

“Customer experience (is) the glue that binds the retail market – and cash – to the network business.”

VanillaPlus Jargon Buster

RoI = Return on Investment

USSD = Unstructured Supplementary Services Data