

# Abledragon Marketing

## **Customer Care and Customer Operations Support Services:**

- 1. Setting up New Customer Service Operations in the Telco Industry**
- 2. Customer Service Operational Reviews to Improve The Customer Experience and Reduce Operational Costs**

# Setting Up New Operations

- **Have You Defined a Customer Service Vision?**
  - **How Do You Want Your Customers To See You?**
    - Is this consistent across all customer touch points?
    - Is this consistent at all stages of the customer lifecycle?
- **Have You Defined a Customer Management Strategy?**
  - **How Do You Want To Manage Your Customers, Now and in The Future?**
    - Does your technical strategy support your customer management strategy?

**If Your Vision Is Not Applied Consistently, And Your Technical Strategy Doesn't Support Your Customer Management Strategy, You're Incurring Unnecessary Costs and Losing Customers**

# Setting Up New Operations

- **Customer Focused Business Processes**

- **Do They Reflect the Customer Service Vision & Strategy?**
- **Are They Viewed End-to-End?**
  - Most processes cross multiple departments – who has responsibility?
  - Are they based on complete, discrete processes from the customer's perspective?
- **Are Process Hand-offs Effective?**
- **Are Responsibilities & Ownership Clear?**

**Defining Customer-Focused, End-to-End Processes  
Will Minimise Errors and Costs**

# Setting Up New Operations

- **Process Based System User Requirements**
  - **Is There a Clear Definition of the System Functionality Needed?**
    - Is it process based?
    - Is it driven by the User Areas?
    - Is it detailed enough to leave no ambiguities for the developers?

**Properly Defined System Requirements Will Lead to Lower Development Costs, Lower OPEX and a Better Customer Experience**

# Operational Reviews

- **Assessment of Current Customer Care Operations**
  - **Where are the Process Failure Points?**
    - As viewed across each end-to-end, customer focused process
  - **Where Are The Automation Opportunities?**
    - To improve efficiency and reduce errors
  - **What Organisational Issues Affect The Customer Experience?**
    - Finger pointing and blurred responsibilities

**These Are The Main Areas That Contribute To Unnecessary OPEX and a Poor Customer Experience**

# Operational Reviews

- **Review KPI's and Reporting**

- **Are The Correct KPI's Being Measured?**

- Do they give useful information?
    - Do they drive operational and business decisions?

- **Are The KPI's Valid Indicators of Actual Performance?**

- Are they measured from the Customer's Perspective?
    - Do they correlate with customer complaints?

**Many Times KPI's Are Measured From An Internal Perspective & Don't Reflect The Customer's Actual Experience**

# Operational Reviews

- **Are You Using Technology Effectively?**
  - **How Automated Are Your Processes?**
    - How many times is the same data entered into different systems?
    - How many staff do you have doing repetitive work?
  - **Do You Know What People Are Saying About You?**
    - What are people ranting about your company on the Web?
    - What is the main complaint people have about you (but which they complain about to others)?

**Effective Use Of Technology Can Greatly Reduce  
OPEX & Make Your Brand Management Far More  
Effective**

# Operational Reviews

- **Do You Have a Single View Of Your Customers?**

- **If a customer calls do you know:**

- What other products they've bought from you?
- What other complaints they've had in the past?
- What other queries they have that are currently outstanding?
- Whether they've paid all their bills?
- What other products you could sell them that would make their lives easier?

**Having a Single View of Your Customer Enables You to Grow Revenue and Reduce Costs**