



CUSTOMER INFORMATION MANAGEMENT

BUSINESS CHALLENGE

The modern telecom world offers Communications Service Providers (CSPs) an array of opportunities for differentiating themselves from each other and increasing the average revenue per user (ARPU). Since these opportunities are open to everyone, however, CSPs need to compete fiercely to deliver top-notch customer experience and prevent churn.

As CSPs' customers are becoming more critical and demanding, and are expecting services to be personalized, CSPs need to be well aware of who their customers are: which geographic and social group they belong to, what products and services they prefer, what payment methods they favor, and much more.

To track the enormous quantity of end-user interactions, billing transactions, and sales details, CSPs need to centralize their customer information into a comprehensive customer data inventory.

While storing customer data in a centralized location is important, however, it is not enough by itself. A CSP also needs effective tools to provide quick navigation and cross-reference capabilities, at the same time ensuring that customer data is kept secure.

Furthermore, to effectively communicate with their end users, CSPs need to streamline customer information management. Keeping customer profiles up to date includes tracking personal data and location changes, updating order histories, monitoring the evolution of preferences, assigning the correct level of privilege and security depending on the customer subscription status — as well as a long list of other parameters.

NetCracker's Customer Information Management enables CSPs to improve end-user relationships and maximize value through comprehensive integration of customer data into an easy-to-navigate ecosystem accessible across all customer touch points.



To handle these challenges, CSPs need a comprehensive solution that will allow them to create a unified customer view through centralizing information from heterogeneous sources, managing it effectively and on time, and making it easily accessible for different user groups (e.g. Sales, Marketing, Product Development departments, etc.) and analytical systems.

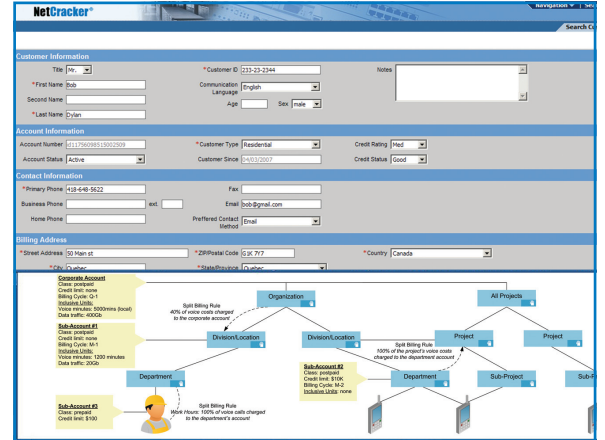
NetCracker seamlessly integrates Customer Information Management with other domains of its Customer Management solution — including Customer Order Management, Customer Billing Management, Customer Self-Service, Customer Problem Management, and Customer SLA/QoS Management — and offers CSPs a powerful tool for driving customer experience and value over the duration of the relationship.

DETAILS

NetCracker's Customer Information Management gives CSPs a holistic view of their customers.

It integrates with any customer care, billing, and service provisioning systems (including NetCracker Customer Management, Revenue Management, Product Management, and Service Fulfillment & Assurance) to accumulate multi-faceted information, both historical and present-day, about end-user personal, behavioral, buying, and spending details. It also provides a better understanding of relationships and policies within customer hierarchies.

NetCracker's Customer Information Management includes Account Information Management, Personalization, Customer Account History, and Customer Product Inventory:



ACCOUNT INFORMATION MANAGEMENT

Account Information Management provides comprehensive end-user data integration for a single, detailed customer view:

- Personal and location information management
- Billing account management (billing addresses, bank account numbers, etc.)
- Organization/friends/family structure
- Payment and access permissions and policies (including parental control)

CUSTOMER ACCOUNT HISTORY

Customer Account History provides user-friendly storage capabilities for keeping track of customer experience records:

- Record of payments and average amount spent (per service, period, location)
- Record of promotions, special offers, and discounts
- Interaction history (communication channels, requests, and responses)
- Service usage experience (e.g. orders, trouble tickets, etc.)

PERSONALIZATION

Personalization provides tools for improving customer experience and increasing ARPU through end-user management customization:

- Service usage preference tracking (e.g. preferred payment methods, means of communication, etc.)
- Self-managed thresholds and limits (wallets)
- Preferred communication and access channels

CUSTOMER PRODUCT INVENTORY

Customer Product Inventory provides easy-to-access and easy-to-navigate information about all existing customer products and services in use:

- Purchased products and bundles
- Tariff plans and payment models
- Owned/leased customer premises equipment (CPE)

BENEFITS

NetCracker's Customer Information Management enables CSPs to:

- Improve end-user relationships and maximize value through personalized offerings and a better understanding of customer needs and preferences
- Improve up-sell and cross-sell revenue through detailed, multi-faceted views of customers and their relationships
- Target customer service and improve customer experience through extensive personalization capabilities
- Provide sales personnel with the capability to easily access and navigate customer details for a better interaction experience
- Ensure the security of customer information through reinforcing compliance with privacy and regulatory policies