

DELIVERING HIGH QUALITY OF SERVICE. AS COMMITTED.

CUSTOMER SLA/QoS MANAGEMENT

BUSINESS CHALLENGE

As Communications Service Providers (CSPs) focus on targeted offerings, optimized infrastructure usage, and streamlined service delivery, they often lack the capability to monitor and manage the quality of service (QoS) on the customer end (which is especially critical for business services).

Moreover, CSP operations — though successful in end-to-end service provisioning — might have little or no synchronization with customer service support, which leaves CSPs hardly any understanding of whether they are successful in delivering competitive customer value or whether end users are continuously experiencing troubles and poor quality of service.

To top all this, strong competition in the telecom market gives customers numerous attractive

alternatives they can pursue if they're unhappy with the quality of service they're receiving. To make end users happy, minimize churn, and effectively explore new revenue opportunities, CSPs need to align the processes of provisioning services and managing the real quality of service delivered to customers.

To do this, CSPs need a comprehensive solution that will synchronize multi-vendor information on resource performance, service provisioning, and the degree to which service quality meets customer expectations and SLA (Service Level Agreement) terms.

NetCracker's Customer SLA/QoS Management brings together

a 360 degree end-user view of NetCracker's Customer Management offering and our industry-leading, award-winning Service Fulfillment & Assurance solutions.

Customer SLA/QoS Management seamlessly integrates with NetCracker's Customer Information Management, Customer Problem Management, Service Problem Management, Service Quality Management, and other customer, service, and resource management offerings in



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NetCracker's TOMS (Telecom Operations and Management Solutions) Suite. It allows CSPs to receive an end-to-end, resource-to-service-to-customer view and make sure that all SLA commitments are complied with, that any service underperformance is proactively compensated for, and that customer expectations are fully met — or even exceeded.

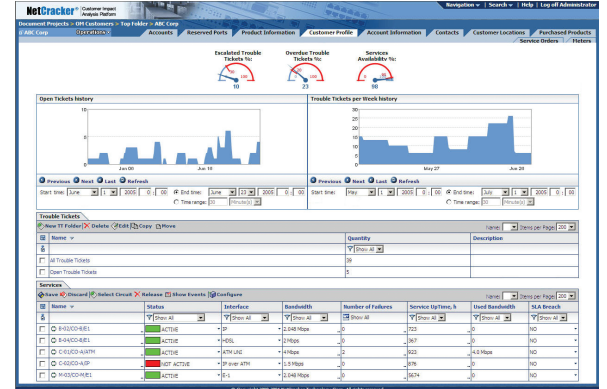
DETAILS

NetCracker Customer SLA/QoS Management provides unified service quality reporting capabilities for CSP's customer-facing teams and customer self-service portals.

As an integral part of customer service quality management, it binds together information on service and resource performance and customer commitments.

Part of NetCracker's Customer Management solution, Customer SLA/QoS Management helps CSPs effectively manage customer experience through various customer retention and loyalty tools, such as customer credit tracking and management.

NetCracker's Customer SLA/QoS Management includes SLA Catalog, SLA Inventory, Credit Tracking & Management, and Reporting & Notifications:



SLA CATALOG

SLA Catalog stores SLA specifications, templates, and design tools and facilitates the creation of product-specific contract templates based on available key quality indicators (KQIs):

- Web-based SLA specification/template construction tool
- Flexible configuration of SLA parameters and threshold violation rules
- Pre-integration with Product Information Management for product lifecycle support

SLA INVENTORY

SLA Inventory stores existing customer SLA contracts and helps streamline multiple customer quality/experience management processes across CSP B/OSS environments:

- Single point of truth for committed SLA contracts
- Pre-integration with Customer Information Management for enrichment of purchased product details with SLA data
- Tracking of SLA violation events and details

CREDIT TRACKING & MANAGEMENT

Credit Tracking & Management provides analysis of customer service usage preferences and helps CSPs identify and calculate credits as a compensation for SLA violations:

- Flexible schemes for SLA violation credits
- Support for non-monetized bonus schemes, such as extra minutes, traffic, and others
- Support for customer retention programs and initiatives

REPORTING & NOTIFICATIONS

Reporting & Notifications provides analysis of information extracted from NetCracker's Service Quality Management and helps CSPs identify SLA breaches and their connections with specific customer accounts:

- Reporting on SLA violations
- On-demand presentation of current SLA statuses
- Historical analysis and SLA breach trends

BENEFITS

Customer SLA/QoS Management enables CSPs to:

- Improve customer experience and reduce churn
- Monitor and manage service quality and its compliance with SLA conditions
- Personalize SLAs based on specific customer preferences and needs
- Develop and implement customer retention programs
- Calculate compensation for SLA violations to best meet customers' service usage preferences