

A woman with blonde hair in a bun, wearing a blue shirt and black skirt, stands on a train platform. She is holding a smartphone and looking down at it. A large, semi-transparent NOKIA logo is overlaid across the center of the image. The background shows a blurred train passing by.

Reinventing the customer care experience

NOKIA

Head of Customer Care

The customer care challenge

Today's digital consumers expect and demand a positive customer care experience with their service provider across any channel. This demand is driving service providers to transform their customer care experience in a way that minimizes customer and agent effort, improves customer satisfaction and generates revenue.

Current challenges that service providers face in transforming customer care include:

Siloed analytics - analytics required to solve issues proactively or provide meaningful business metrics are not aggregated in a single view

Fragmented customer views across channels - customer information is siloed across different applications

Lack of automation - high customer and agent effort required; in particular, end customers spend too long fixing their own problems

Complex, lengthy troubleshooting - the technology breadth of the telco domain makes root-cause analysis and efficient remediation difficult and requires a high level of technical agent expertise

The business impact of these challenges are: declining Net Promoter Score (NPS), increased churn, shrinking revenue and higher OPEX.

According to Salesforce, **75%** of consumers expect a consistent experience wherever they engage

89% of consumers are annoyed when they have to repeat themselves about the same issue

91% of consumers say that they should be able to pick up where they left off

At least **24%** of consumers switch providers when they are unhappy with customer care



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The opportunity

The Intelligent Care Assistant offers an omni-channel approach to customer care. It harnesses the power of Nokia's machine learning based workflows, network analytics and device insights and exposes them through the Salesforce Service Cloud to enable agents to diagnose and resolve subscriber issues across any channel, service or device.

This unique combination of customer, network and device insights enables a holistic subscriber view. The Intelligent Care Assistant offers you the opportunity to drive operating efficiencies and satisfaction in new ways.



Use case example

Intelligent troubleshooting of Wi-Fi issues

Typical CSP challenges – consumer calls

- Significant portion of call center calls (30 to 40%) deal with Wi-Fi issues
- End-customer data siloed in multiple systems and screens leads to error-prone troubleshooting
- Sharing of information across channels and different levels of care

Intelligent Care Assistant solution

- Single agent screen combining case management and technical troubleshooting
- Machine learning based workflows to drive next best actions for agents across multiple channels
- Drive new service and sales levels by integrating device and network analytics for a holistic view of the end customer

The Nokia Intelligent Care Assistant supports a range of market proven customer care use cases



Key features

- Case management including history across all channels
- Workflow recommendations across technology domains and channels
- Proactive workflow execution and recommendations
- Networks and device insights including network map and health checks
- Reports and dashboards
- Mobile application for field services



Reinventing the customer care experience

Enable agent efficiency and reduce swivel

- Single integrated interface for case management and troubleshooting details
- Screen is customizable to agent preferences
- AI powered workflows configured by role

Improve KPIs such as first call resolution and average handling time

- Industry leading troubleshooting optimized by machine learning
- Next best action workflows across all channels
- Simplified root cause analysis
- A wide range of proven customer care use cases

Lower customer and agent effort with omni-channel care

- Case history available in any channel
- Workflow execution history available across channels
- Customer, network and device insights support holistic view of subscriber

Optimize field services with mobile applications

- Access case history
- Test, diagnosis and resolve issues in real time
- Verify service quality post resolution



For more information

Check out our listing on the Salesforce AppExchange:

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000FADrBUAX>



Visit our webpage at: networks.nokia.com/solutions/intelligent-care-assistant

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