

O2 UK: Driving customer-centricity in network analytics

Telcos invest resources heavily in measuring how well their network performs



Large investments

Telcos invest heavily in measuring network performance with the aim of providing a market-leading experience for their subscribers



300+ KPIs

Telcos deal with an abundance of KPIs – but relations between KPIs are poorly defined and there is no aggregate view of information

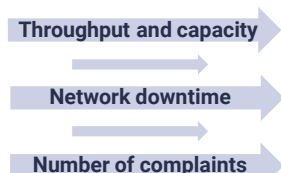


Siloed efforts

Efforts are siloed and tracking responsibility is divided across organisations. It is difficult to know which metrics to prioritise

O2 used analytics to bring together network metrics and customer experience (CX) measures

>300
input
metrics



NCX
score/100

Analytics platform brings together customer experience metrics with networking metrics

Multiple network KPIs are weighted and converted into a single Network CX score

NCX allows O2 to balance investment and impact



O2 uses machine learning and data from customer surveys to prioritise which KPIs most strongly impact customers' perception of the network.

Output is used to develop the NCX algorithm so that it highlights the areas that are most important to improving customer experience.



The company then is able to invest smarter, focussing on areas that will have maximum impact on the subscribers' quality of services.

This has a positive impact on customer experience – and also O2's business



Cross-organizational focus

- The platform enables **cross-organizational alignment** rather than inward-looking teams
- The metric has been **adopted across multiple business units** within O2, thereby helping to align their efforts



Improved operations

- O2 can tailor marketing operations to enable **proactive customer experience management**
- Learnings can be fed back into **network operations**, such as fault management



Better customer perception of network

- **Customers' needs are met more directly** and efficiently than ever before
- **Enhanced customer experience** goes hand-in-hand with **better perception** of O2's network

For more information, read STL Partners' Executive Briefing **O2 UK: Driving customer-centricity in network analytics** or contact Matt Pooley (matt.pooley@stlpartners.com).