

Search

Billing &amp; OSS

GO RSS



telecomasia.net

HOME ABOUT US SUBSCRIBE | RECOMMEND US

WIRELESS

BROADBAND

BT SATELLITE

1 CHINAWIRE 4ENT

ZTE中兴

If real-time route and high-speed data is in

## Gaining a 360° view

✉ Email

🖨 Print

✉ Feedback

**Apr 01, 2008**

By [Joseph Waring](#)  
Telecom Asia

As customers gain access to more choice and become ever more demanding, the telecom industry is slowly shifting its main focus from the technology side to customer service. While service providers face an array of hurdles - from declining ARPU to low entry barriers for new competitors - they now understand that customer-centric operations are the future.

Operators are realizing what media and cable companies already know: the network - wireline/wireless, circuit-switched/IP - no longer allows a company to differentiate itself from the competition nor is it the most important focus for long-term corporate success. The challenge, of course, is how to implement a customer-focus strategy when the network has always been the priority.

A joint *Telecom Asia* and Stratecast Partners survey found that operators are striving for a consolidated view of the customer because true customer-centricity requires real-time services - real-time rating, charging, notification and payments; real-time provisioning and allocation of service/network resources; and real-time assurance for customer service management.

Competitive pressures, from other telcos and non-traditional entrants, means operators need to understand the customer experience in near real time so they can exploit up-sell opportunities based on usage patterns.

"The results of the survey mirror what we are seeing in both the North American and European markets" noted Karl Whitelock, senior consulting analyst with Stratecast Partners. "A shift to more closely look at the customer first and then network operations is now the norm throughout the industry."

The online survey of more than 105 Asia-Pacific operators was conducted jointly in February and March by *Telecom Asia* and Stratecast Partners, a division of Frost & Sullivan, and focused on BSS functionality rather than a full end-to-end definition of all BSS and OSS functions. The BSS supplier table (page 24) includes OSS functions critical to supporting today's complex service offerings that now must address real-time components relating to call/session control and dynamic management of network resources. This is a representative

### Daily News >> more

- Etisalat plans telecom acquisition
- SingTel eyes wireless network
- India limits 3G spectrum coverage
- Tata Tele may spin off tower business
- Deutsche Telekom loses appeal
- MySpace inks global TV distribution deal
- FASTTAKES: Motorola, Qualcomm
- Amdocs buys Jacobs Rimell firm

- [Opinion](#)
- [AnalystWire](#)

## Opinion

### UWB fills sub-meter position

The mass-market desire for sub-meter systems is heating up, as GNSS location systems really pinpoint a precise dot on the supplemental technology

### M2M catches up to its own hype

*Matt Lewis/ARCchart*

Pieces of the M2M puzzle are finally creating an environment for sensitive and sustainable revenues and growth

## AnalystWire

### Bigger market for WiFi chips

The average selling price of WiFi chips has fallen but the market is getting bigger as more handsets and consumer devices include wireless features, according to AnalystWire

### Service and hardware vendors eye Wimax rollouts

sampling of the most significantly emphasized BSS operational functions service providers need for delivering and billing.

A key finding was that the customer-oriented business functions receiving the most attention were customer experience management (52.9% of respondents said it was a major focus), customer self-care (52.1%) and real-time rating/charging (44.6%). Close behind were business analytics/business intelligence (39.7%) and revenue assurance (38%). The functions receiving the least attention were fraud (12.4%) and mediation (4.1%).



Margaret Lee, SingTel's director for consumer billing, pointed out that customer experience is the differentiating factor in a highly competitive market. "Providing a superior customer experience can encourage customer loyalty, thereby reducing churn."

Globally operators are focusing on the services, not the network, as their most important differentiator, said Whitelock. "Understanding the customer experience is a goal that mobile operators have been working on for some time. Many are still contemplating the importance of customer-centric operations."

He said that a focus on the customer is today's converged communications industry mantra. "Failing to realize this will result in long-term business failure, as competitors that understand how to manage the customer will win."

Vivek Srivastava, Oracle Communications' director of solutions and strategy for Asia Pacific, said customer experience management (CEM) has the potential to genuinely differentiate new service offerings, especially with the rich media services today.

1 2 3 4 Next >>

**Rate This Article:**

Poor 1  2  3  4  5  Good

Current Rating: -

**More Features & Analysis - Billing & OSS**

- The struggle for success
- No more guesswork
- Comptel net sales up in Q4
- Cyber, physical threat protection
- Reviving the old



*Helen Nierinck/Analysis*  
The success of Wimax for low-cost services in developing alternative technologies markets

**WIRELESSasia**  
IDEAS AND APPLICATIONS FOR THE WIRELESS FUTURE

Don't miss the 1st annual  
**Wireless Asia Innovation Nominations Submission**

More info: [www.telecomasia.net](http://www.telecomasia.net)  
Contact: John Tanner: [jtanner@telecomasia.net](mailto:jtanner@telecomasia.net)

- [Top E-mailed](#)
- [Top Viewed](#)

**Top E-mailed**

1. Solar, wind will be first choice for 2011
2. NTT to give up full stake in Sri Maxis
3. NTT, AT&T join giant trans-Pacific
4. Motorola to close Singapore handset
5. StarHub joins CTI's bid for Singapore

**Top Viewed**

1. NTT to give up full stake in Sri Maxis
2. StarHub joins CTI's bid for Singapore
3. Motorola to close Singapore handset
4. Motorola to break into two companies
5. Solar, wind will be first choice for 2011



□ [Home](#) | [About Us](#) | [Subscribe to Magazines](#) | [Subscribe to Newsletters](#) | [Contact Sales](#)  
© 2008 Questex Media Group, Inc.. All rights reserved. Reproduction in whole or in part is prohibited.  
Please send any technical comments or questions to our webmaster.

Questex IT/Tech Sites:

[TelecomsEurope](#) | [America's Network](#) | [Enterprise Innovation](#) | [Network World Asia](#)  
[ComputerWorld Hong Kong](#) | [GPS World](#) | [SearchSMBHK](#) | [SearchSMBAsia](#) | [SearchSi](#)

Search

Billing &amp; OSS

GO RSS

We see potential gr

telecomasia.net

HOME | ABOUT US | SUBSCRIBE |

WIRELESS

BROADBAND

BILLING &amp; OSS

SATELLITE

TEST &amp; MEASUREMENT

ZTE中兴

If real-time route and high-speed data is in

## Gaining a 360° view

Apr 01, 2008

By [Joseph Waring](#)  
Telecom Asia

"Watching an English Premier League goal on your handset, for example, is really an impulse purchase," Srivastava said. "If the user interface or the experience of purchase and viewing is not up to par, end-users will very likely drop off instead of completing the purchase. A 360-degree view of customer purchase history, viewing preferences, etc. will also certainly help operators up-sell and cross-sell in the longer term."



### Dig deeper in the data mine

Indicating the current state of CEM expertise among telcos, the survey found 66% of respondents did not have an end-to-end CEM program in place. Just 5% said they saw no value in CEM. Of the 34% that did have an end-to-end program, 30% were led by the customer care group, 22% by sales and marketing and 19% by product management teams.

Looking at where CEM would add the most value, only 9% said with individual subscribers, 17% said with enterprise customers while 70% said both.

Although CEM hasn't hit the mainstream, 66% respondents said their companies use customer data analytics and/or business intelligence (compared to 34% using CEM). For those using this capability, 44.2% said the sales and marketing department was the most frequent user of the data. The product management department was a far second, using the data 17% of the time, followed by customer care and the executive office (each 9%).

What makes analytics a sought-after process is that it uses statistical analysis and large-scale data mining to correlate seemingly unrelated bits of data in a way that may lead to important - often actionable - insights. In particular, predictive analytics technology mines historical records to identify patterns that may indicate, for instance, the likelihood of customers with a particular profile to purchase a particular new product.

Email Print Feedback

### Daily News >> more

- Etisalat plans telecom acquisi
- SingTel eyes wireless network
- India limits 3G spectrum cove
- Tata Tele may spin off tower k
- Deutsche Telekom loses appe fine
- MySpace inks global TV distri
- FASTTAKES: Motorola, Qual
- Amdocs buys Jacobs Rimell fr

- [Opinion](#)
- [AnalystWire](#)

## Opinion

### UWB fills sub-meter position

The mass-market desire for sub-r systems is heating up, as GNSS I really pinpoint a precise dot on the supplemental technology

### M2M catches up to its own h

Matt Lewis/ARCchart

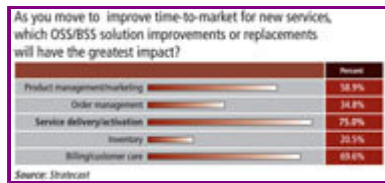
Pieces of the M2M puzzle are fina creating an environment for sensi and sustainable revenues and gr

## AnalystWire

### Bigger market for WiFi chips

The average selling price of WiFi fall but the market is getting bigger handsets and consumer devices I wireless features, according to AE

### Service and hardware Wimax rollouts



"While this survey shows that a vast

majority of CSP respondents use analytics and business intelligence today, we strongly believe that most of this usage is tied to simple trend reporting rather than the more 'meaty' predictive analytics function," Whitelock said.

"If CSPs would take advantage of the information now available to them in understanding what their customers are doing today, what they need now, and what they will want in the future, many of the 'new' competitors to the established CSP market would not be able to compete," he added.

Whitelock believes these new players like Google, Apple and Microsoft will ultimately win the customer management game because the use of statistical data to understand a customer's next likely move is their game plan today.

In line with operators' focus on the customer and his/her experience, the survey shows that their top priorities are now new services, including bundled packages, service quality as well as network upgrades related to convergence. Almost half of respondents (46.3%) said new services were currently their most important initiatives while 40% said service quality and network upgrade/convergence were their biggest concerns. Ranked fourth was service bundling (triple- or quad-play) with 34% of those surveyed rating it as a top priority.

Despite the wider array of choices being launched, not all c. A solution for this problem is not to simply add another system or improve a business process, but to continually monitor what customers experience.

<< Prev 1 **2** 3 4 Next >>

**Rate This Article:**

Poor 1  2  3  4  5  Good

Current Rating: -

**More Features & Analysis - Billing & OSS**

- The struggle for success
- No more guesswork
- Comptel net sales up in Q4
- Cyber, physical threat protection
- Reviving the old



*Helen Nierinck/Analysis*  
The success of Wimax for low-cost services in developing alternative technologies markets

- [Top E-mailed](#)
- [Top Viewed](#)

**Top E-mailed**

1. Solar, wind will be first choice for 2011
2. NTT to give up full stake in Sri Maxis
3. NTT, AT&T join giant trans-Pacific
4. Motorola to close Singapore handset
5. StarHub joins CTI's bid for Singapore

**Top Viewed**

1. NTT to give up full stake in Sri Maxis
2. StarHub joins CTI's bid for Singapore
3. Motorola to close Singapore handset
4. Motorola to break into two companies
5. Solar, wind will be first choice for 2011



□ [Home](#) | [About Us](#) | [Subscribe to Magazines](#) | [Subscribe to Newsletters](#) | [Contact Sales](#)  
© 2008 Questex Media Group, Inc.. All rights reserved. Reproduction in whole or in part is prohibited.  
Please send any technical comments or questions to our webmaster.

Questex IT/Tech Sites:

[TelecomsEurope](#) | [America's Network](#) | [Enterprise Innovation](#) | [Network World Asia](#)  
[ComputerWorld Hong Kong](#) | [GPS World](#) | [SearchSMBHK](#) | [SearchSMBAsia](#) | [SearchSi](#)

Search

Billing &amp; OSS

GO RSS



telecomasia.net

HOME | ABOUT US | SUBSCRIBE |

WIRELESS

BROADBAND

BILLING &amp; OSS

SATELLITE

TEST &amp; MEASUREMENT

ZTE中兴

If real-time route and high-speed data is in

## Gaining a 360° view

Email

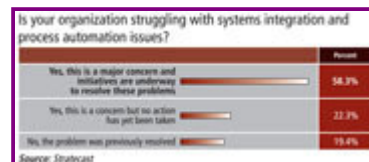
Print

Feedback

**Apr 01, 2008**

 By [Joseph Waring](#)  
*Telecom Asia*

"Today's new service offerings are possible from the convergence of not only the wireline and mobile communications sectors, but also from bringing together the communications, computing, media, entertainment and advertising industries," Whitelock said.



"Without such attention, customers will find other choices to satisfy their needs now available from these converging markets," he added.

SingTel's Lee noted that billing is an area that has been receiving a lot of attention recently, especially with service bundling. "Operators need to ensure that billing is simple to understand for customers because customers want to know how they are billed and what value they are receiving," she said. "Bundling of products and services makes it easier to meet the various communications needs of consumers today."

### All converged

One area where the vast majority of operators are in alignment is the type of billing capabilities they have or plan to deploy over the next 12 months. Just 8% were looking at prepaid options while 85% said they would deploy converged prepaid, post-paid solutions.

Service delivery and activation topped the list of OSS/BSS improvements or replacements that would have the greatest impact on time-to-market for new services. Three-quarter of respondents put that option on top while 70% said they'd select billing and customer care and 59% chose product management and marketing.

And while the need to keep tabs on what customers are experiencing is creating a buzz, many organizations are struggling with systems integration and process automation issues. Some 58% of respondents said they had initiatives underway to resolve SI and process automation issues. Some 22.3% said this is a concern but no action has yet been taken. Only 19.4% said the problem had been resolved previously.

### Daily News >> more

- Etisalat plans telecom acquisi
- SingTel eyes wireless network
- India limits 3G spectrum cove
- Tata Tele may spin off tower k
- Deutsche Telekom loses appe fine
- MySpace inks global TV distri
- FASTTAKES: Motorola, Qual
- Amdocs buys Jacobs Rimell fr

- [Opinion](#)
- [AnalystWire](#)

## Opinion

### UWB fills sub-meter position

The mass-market desire for sub-r systems is heating up, as GNSS I really pinpoint a precise dot on the supplemental technology

### M2M catches up to its own h

*Matt Lewis/ARCchart*

Pieces of the M2M puzzle are fina creating an environment for sensi and sustainable revenues and gr

## AnalystWire

### Bigger market for WiFi chips

The average selling price of WiFi fall but the market is getting bigge handsets and consumer devices I wireless features, according to AE

### Service and hardware Wimax rollouts

According to Intec solutions director for APAC Malcolm Crouch, the survey results point to four fundamental market challenges for operators. "The first is customers. Operators cannot stand still, they must offer new services/trends to keep existing and attract new customers.

"Second is service enablement - the creation, delivery and packaging of new services with existing or new technology. The third is customer satisfaction - bundling and packaging, service quality and customer intimacy. And finally, fiscal controls - both for the consumer and for the operator through converged prepaid and post-pay. The latter indicated a strong emphasis on good business practice for ROI and making all services available to all customers to maximize penetration and uptake."

More than 60% of respondents said they plan to add value-added "lifestyle services" to their offerings this year. As customer lifestyle services featuring a combination of voice, data, entertainment, presence and availability become a reality, a premium is placed on real-time capability across much of the OSS and BSS platform. Research indicates most service providers are increasing spending on billing to address these new services and to consolidate capabilities.

Current operator attitudes also suggest a move toward fewer vendors and less systems integration activity. They want configurable applications with service creation environments for less reliance on vendor customization. Whitelock says the pendulum is once again swinging back toward end-to-end platforms, with an emphasis on centralized product and customer hubs.

<< Prev 1 2 **3** 4 Next >>

#### Rate This Article:

Poor 1  2  3  4  5  Good

Current Rating: -

#### More Features & Analysis - Billing & OSS

- The struggle for success
- No more guesswork
- Comptel net sales up in Q4
- Cyber, physical threat protection
- Reviving the old



Helen Nierinck/Analysis

The success of Wimax for low-cost services in developing alternative technologies markets

**WIRELESSasia**  
IDEAS AND APPLICATIONS FOR THE WIRELESS FUTURE

Don't miss the 1st annual  
**Wireless Asia Innovation 2011**  
**Nominations Submission**

More info: [www.telecomasia.net](http://www.telecomasia.net)  
Contact: John Tanner: [jtanner@telecomasia.net](mailto:jtanner@telecomasia.net)

- [Top E-mailed](#)
- [Top Viewed](#)

## Top E-mailed

1. Solar, wind will be first choice for 2011
2. NTT to give up full stake in Sri Maxis
3. NTT, AT&T join giant trans-Pacific
4. Motorola to close Singapore handset
5. StarHub joins CTI's bid for Singapore

## Top Viewed

1. NTT to give up full stake in Sri Maxis
2. StarHub joins CTI's bid for Singapore
3. Motorola to close Singapore handset
4. Motorola to break into two companies
5. Solar, wind will be first choice for 2011



□ [Home](#) | [About Us](#) | [Subscribe to Magazines](#) | [Subscribe to Newsletters](#) | [Contact Sales](#)  
© 2008 Questex Media Group, Inc.. All rights reserved. Reproduction in whole or in part is prohibited.  
Please send any technical comments or questions to our webmaster.

Questex IT/Tech Sites:

[TelecomsEurope](#) | [America's Network](#) | [Enterprise Innovation](#) | [Network World Asia](#)  
[ComputerWorld Hong Kong](#) | [GPS World](#) | [SearchSMBHK](#) | [SearchSMBAsia](#) | [SearchSi](#)

Search

Billing &amp; OSS

GO

RSS

We see potential gr

telecomasia.net

HOME | ABOUT US | SUBSCRIBE |

WIRELESS

BROADBAND

BILLING &amp; OSS

SATELLITE

TEST &amp; MEASUREMENT

ZTE中兴

If real-time route and high-speed data is in

## Gaining a 360° view

✉ Email

🖨 Print

✉ Feedback

**Apr 01, 2008**By [Joseph Waring](#)  
*Telecom Asia*

Following this trend, in the next 12 to 24 months he expects several M&A announcements and expanded partnerships as well as continued overall vendor consolidation.

### Daily News >> more

- Etisalat plans telecom acquisi
- SingTel eyes wireless network
- India limits 3G spectrum cove
- Tata Tele may spin off tower k
- Deutsche Telekom loses appe
- Deutsche Telekom loses appe
- MySpace inks global TV distri
- FASTTAKES: Motorola, Quak
- Amdocs buys Jacobs Rimell fr

## Internal start to CEM

Customer experience management (CEM) involves collecting customer usage information from all practical sources - network devices, content servers and management databases.

The data is used by both business and technical departments to establish an internal view of the customer service experience, which allows proactive improvement of customer service based on how the resources defining a service are used, and an external view of the customer experience. This gives users a means for understanding how their usage measures up to the definition prescribed by a business contract.

Though providing an external view of service usage data offers customers an effective understanding of their service experience, due to the limited use of such data for CEM related business activities to date, most service providers first develop internally-oriented CEM business practices and then expand a limited subset of such capabilities to their key customers.

- *Stratecast Partners*

- [Opinion](#)
- [AnalystWire](#)

## Opinion

### UWB fills sub-meter position

The mass-market desire for sub-r systems is heating up, as GNSS I really pinpoint a precise dot on the supplemental technology

### M2M catches up to its own h

*Matt Lewis/ARCchart*

Pieces of the M2M puzzle are fina creating an environment for sensi and sustainable revenues and gr

## AnalystWire

### Bigger market for WiFi chips

The average selling price of WiFi fall but the market is getting bigge handsets and consumer devices I wireless features, according to AE

### Service and hardware Wimax rollouts

<< Prev 1 2 3 4

**Rate This Article:**

Poor 1  2  3  4  5  Good

**Current Rating:** -

**More Features & Analysis - Billing & OSS**

- The struggle for success
- No more guesswork
- Comptel net sales up in Q4
- Cyber, physical threat protection
- Reviving the old



*Helen Nierinck/Analysis*

The success of Wimax for low-cost services in developing alternative technologies markets

- [Top E-mailed](#)
- [Top Viewed](#)

## Top E-mailed

1. Solar, wind will be first choice for 2011
2. NTT to give up full stake in Sri Lanka Maxis
3. NTT, AT&T join giant trans-Pacific
4. Motorola to close Singapore handset
5. StarHub joins CTI's bid for Singapore

## Top Viewed

1. NTT to give up full stake in Sri Lanka Maxis
2. StarHub joins CTI's bid for Singapore
3. Motorola to close Singapore handset
4. Motorola to break into two companies
5. Solar, wind will be first choice for 2011



□ [Home](#) | [About Us](#) | [Subscribe to Magazines](#) | [Subscribe to Newsletters](#) | [Contact Sales](#)  
© 2008 Questex Media Group, Inc.. All rights reserved. Reproduction in whole or in part is prohibited.  
Please send any technical comments or questions to our webmaster.

Questex IT/Tech Sites:

[TelecomsEurope](#) | [America's Network](#) | [Enterprise Innovation](#) | [Network World Asia](#)  
[ComputerWorld Hong Kong](#) | [GPS World](#) | [SearchSMBHK](#) | [SearchSMBAsia](#) | [SearchSI](#)