

Delivering excellence in customer experience through Big Data solutions



Presentation Abstract

Customer experience is one the most important factors not only for controlling churn, but most importantly, to ensure an optimum QoS/QoE to the Communication Service providers' users. This is particularly true in mature markets where the pressure is high to deliver high-quality standards services while paying particular attention to investments. Placing the customer at the heart of quality process and inculcating a culture of real customer engagement are keys to successful execution in mature market. This presentation proposes innovative way for multiple data source aggregation and representation techniques which enable the different departments to have a holistic view of the quality perceived by each user and in comparison, with other segments (e.g. VIPs, Roamers, etc.) by using latest ICT improvement such Big Data and Artificial Intelligence.