

From KPI to QoE: Building a Customer Oriented Quality Process



Presentation Abstract

Claro Brazil has worked towards a customer oriented quality process for the last five years, investing in tools, probes, big data and analytics infrastructure and solutions, but mainly reviewing the processes and training people to change their mind so that they can have the customer focus, develop high sense of value and urgency for different people, using different products in different manners.

We would like to share our lessons learned, propose reflections and promote discussion on how to change the operators, regulatory agencies and providers mindset to gain efficiency, get results and reach customer satisfaction, improving also faster return over investment.