Comarch Service Quality Management (SQM) transforms traditional network-centric performance management into customer-centric telco service quality management. The insight into customers’ perception of service quality enables to prioritize network performance management based on the forecasted influence on customer experience. Comarch SQM enables you to become proactive in managing service quality by preventing customers from experiencing service problems, thanks to trend analyses and prediction capabilities.

The digital era has raised customer expectations related to both the range and the quality of services that your company offers. Traditional network and telco service quality management is no longer enough to keep your customers satisfied. Today you need to proactively manage service quality, so that you can prevent any customer issues before they even arise.
MONITOR SERVICES IMPLEMENTED ON ANY NETWORK

Managing services implemented on heterogeneous multi-vendor, multidomain networks and delivery platforms serviced by partners is a real challenge. With Comarch SQM you can easily monitor and manage the quality of digital services delivered through complex value chains.

GET AN INSIGHT INTO CUSTOMER PERCEPTION OF SERVICE QUALITY

Monitoring the service quality alone is not enough – you need to know how much a given network problem affects your customer experience. By transforming network-centric KPIs into customer service-centric KPI/KQIs, you get an insight into your customers’ perception of service quality. This is possible thanks to leveraging service models provided by pre-integrating the system with Service Catalog and Service Inventory. The quality metrics take into account, how different services are being implemented on the network, and what their requirements are regarding network performance – the same network KPI may have a different impact on each service and, ultimately, on customer experience.

- View current service degradations
- Get an insight into current/recent problems related to a customer or service
- Browse customer service problems by location (geographical view)
- Browse the history of problems with services delivered to your customers
- Analyze current/historical values of service KPIs or KQIs
PRO-ACTIVELY PREVENT CUSTOMER SERVICE DEGRADATION

Aside from monitoring service quality as perceived by the customers, Comarch SQM lets you protect customers from experiencing service quality deterioration. This kind of proactivity is enabled through trend analysis and prediction capabilities. Pre-integration with NG Service Assurance provides a benefit of a quality of service (QoS) threshold alarm mechanism, which allows alerts to be raised early enough to prevent customer incidents.

- Better prioritize activities related to quality degradations or faults
- Reduce the effort required for incident management
- Predict network problems with real impact on customer services
- Analyze service problem root causes
- Build prediction algorithms for service outages

OPTIMIZE YOUR NETWORK INVESTMENT BY MAKING IT CUSTOMER-CENTRIC

Comarch SQM not only detects customer QoS issues, but can also pin them down to the underlying network KPI and identify network bottlenecks. By pre-integrating the solution with NG Network Planning you can create a closed-loop system, which detects network congestions, identifies the network areas thank should be optimized, and can monitor the results of such optimization.

- Forecast quality bottlenecks
- Optimize service design
- Improve the planning process for critical investments
- Unify service models and quality framework by streamlining the introduction of architecture changes and new services
- Recognize areas with frequent problems for improved optimization
Comarch Service Quality Management – Solution overview

ABOUT COMARCH

Comarch is a provider of complete IT solutions for telecoms. Since 1993 the company has helped CSPs on 4 continents optimize costs, increase business efficiency and transform BSS/OSS operations. Comarch solutions combine rich out-of-the-box functionalities with high configurability and are complemented with a wide range of services. The company’s flexible approach to projects and a variety of deployment models help telecoms make networks smarter, improve customer experience and quickly launch digital services, such as cloud and M2M. This strategy has earned Comarch the trust and loyalty of its clients, including the world’s leading CSPs: Vodafone, T-Mobile, Telefónica, E-Plus, KPN and MTS.

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