Intuitive Experience Management (iXm)

Joint solution by HCL Technologies and Intel for Telecom operations manager

The Internet Service Providers (ISP) market typically involves significant commitment and substantial costs. Infrastructure challenges include managing a large number of subscribers, subscriber and service provisioning, operations, and customer demands. Since this is an evolving investment cycle, retaining existing customers in this sector is even more critical.

While the number of connections in a region usually gets saturated over time, the emerging market for many ISPs is turning towards add-on services in the advancement of IPTVs (Internet-based Protocol Television, delivering TV channels through broadband Internet) and video streaming services and platforms such as Netflix, Amazon Prime, Vimeo, and YouTube.

We have seen the evolution of customer data dashboards from delivering disparate data points to becoming an integrated intelligence dashboard for the telecom market. Intuitive Experience Management (iXm) is one such latest telecom industry software. This cloud native SAP BTP packaged offering addresses operational challenges associated with telecom industry like handling increased network traffic, better support for new business models like FTTH / 5G, understanding customer sentiment for retention / growth of existing patrons, etc.

To sum it all, iXm brings together customer information as well as usage and trend analysis, with proactive problem diagnosis in a cloud-native SaaS pay-per-use model. How does a cloud-first solution positively impact successful customer service and business development for the telecom industry managers? Let's take a look at the winning features of the iXm software to understand this.
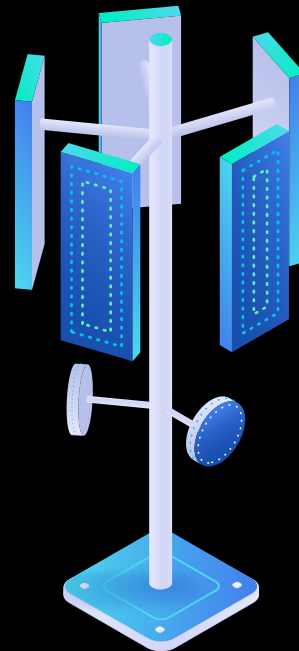
Our offerings

iXm platform- iXm as a platform is available to customers on subscription-based pricing and doesn't require licenses, prerequisites, or infrastructure. It offers flexible costing based on small, medium, or large customers

Hyper care- It offers a month of hyper care attention (remote) to customers to overcome any initial adoption challenges.

Ongoing support – Post the initial hyper care, the offering also includes regular customer support (remote)

Optionally available on additional cost :
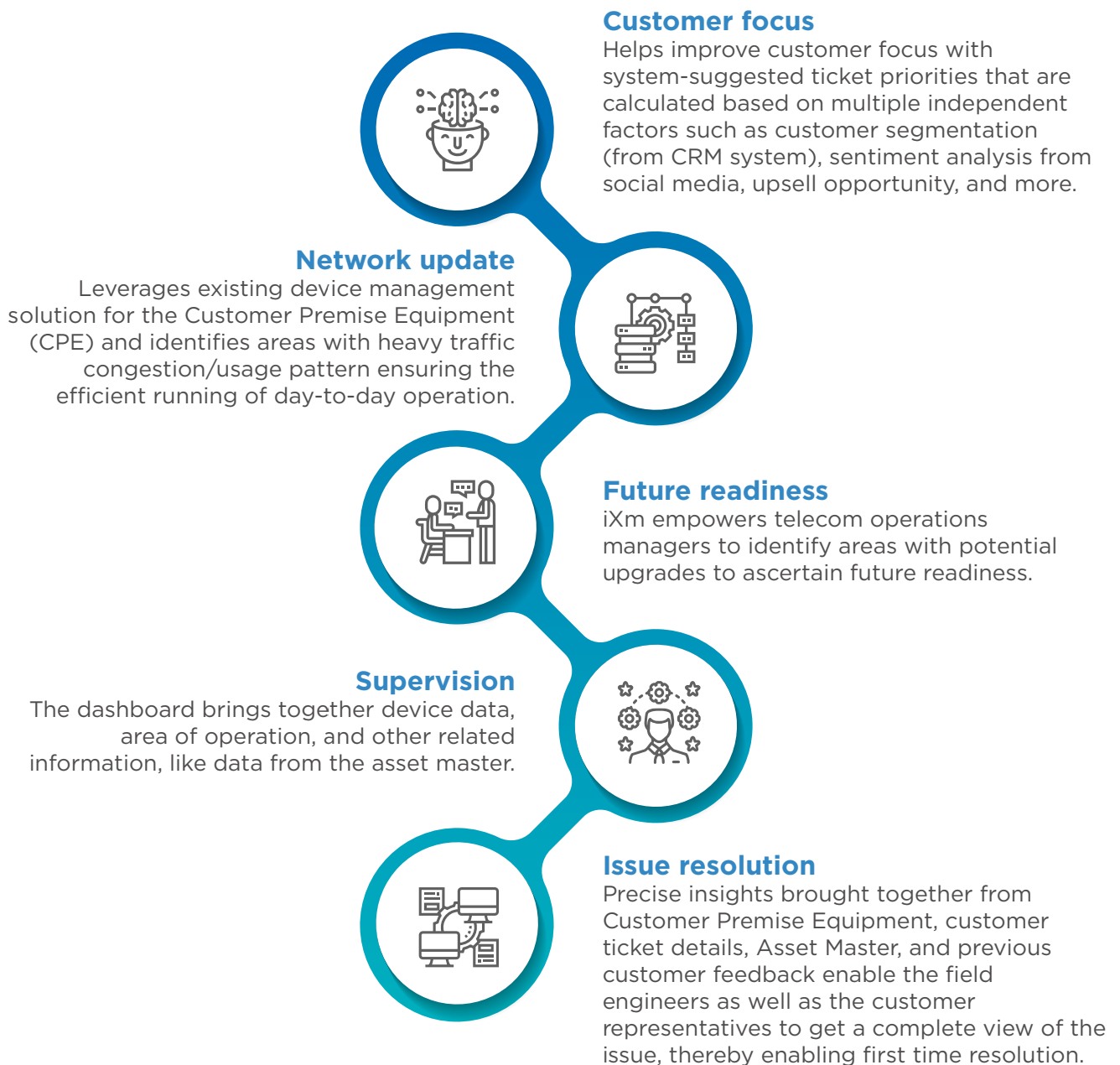-Customer reports or dashboards
-In-person support during hyper care
-Additional integrations

Integrations and Set-up-
No additional costs are required for initial integrations with customers' CPE systems, ticketing systems, SAP systems, etc. As part of the initial set-up, the product team will take care of integration to have the customers use the product from day 1.

Key benefits

Customer focus
Helps improve customer focus with system-suggested ticket priorities that are calculated based on multiple independent factors such as customer segmentation (from CRM system), sentiment analysis from social media, upsell opportunity, and more.

Network update
Leverages existing device management solution for the Customer Premise Equipment (CPE) and identifies areas with heavy traffic congestion/usage pattern ensuring the efficient running of day-to-day operation.

Future readiness
iXm empowers telecom operations managers to identify areas with potential upgrades to ascertain future readiness.

Supervision
The dashboard brings together device data, area of operation, and other related information, like data from the asset master.

Issue resolution
Precise insights brought together from Customer Premise Equipment, customer ticket details, Asset Master, and previous customer feedback enable the field engineers as well as the customer representatives to get a complete view of the issue, thereby enabling first time resolution.

HCL

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