Customer Experience Management

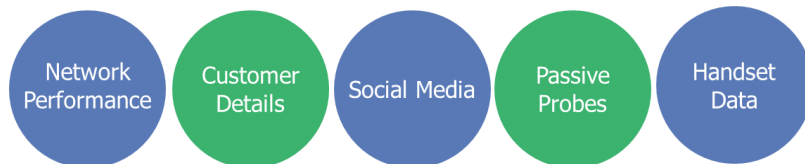## Putting the right data into the hands of hundreds of users

In an industry where customer loyalty has never been as important as it is now, CSPs are turning to excellent customer experience to differentiate from the competition.

To implement a successful customer experience management (CEM) strategy, CSPs require a tool which is highly flexible, scalable and operates in real time.

Introducing Zen…

Unlimited data sources in one application
Zen can bring in any data source, allowing CSPs to correlate customer data, network data, social media and any emerging channels in the future.

Network Performance · Customer Details · Social Media · Passive Probes · Handset Data

Used by multiple business divisions
Zen has been designed with the user in mind, with intelligent navigation, out-of-the-box dashboards and automatic reporting. This means it can be used by multiple business divisions, from network optimisation through to customer care.

Excellent visualisation to see customer experience graphically and by user segment
Zen's visualisation engine allows users to graphically see the customer experience and drill down to specific regions and individual customers. Users can also see high value customer segments such as VIPs and corporates.

Why choose Zen?

→ **See how the network is directly impacting the customer experience**

CSPs can correlate customer data and network data in one application, giving complete visibility of how the network is impacting customers, in real-time.

→ **Proactively inform customers before they even know there is a problem**

CSPs can address customer needs before complaints are even raised by using proactive automation. Automatic customer correspondence can be triggered based on previously seen patterns, user segments, scheduled maintenance and geographical areas.
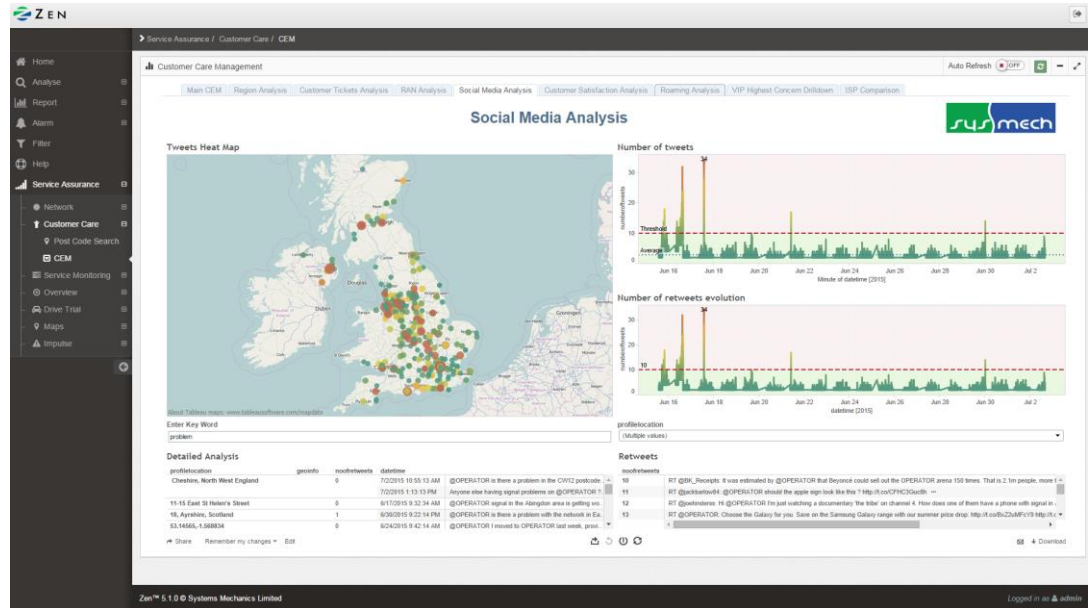
→ **Be informed of major issues at an accelerated rate using social media**

CSPs can monitor social media channels to ensure they are aware of major customer issues at an accelerated rate, and rapidly enhance their MTTR.

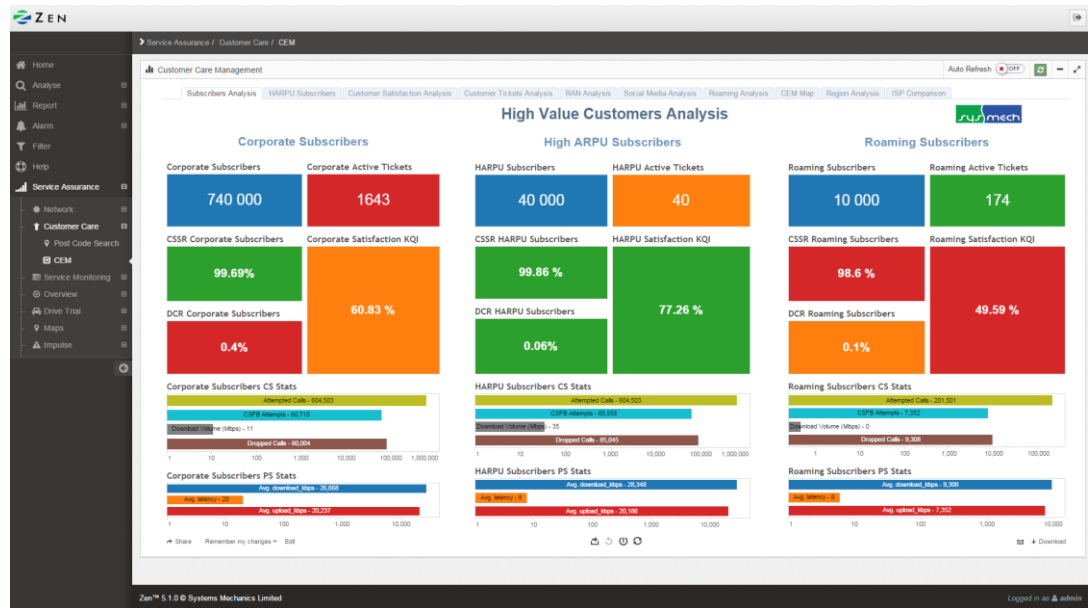# CEM Dashboards straight out of the box

Social Media

Zen allows operators to geographically see where positive and negative tweets are originating based on sentiment analysis. They can be correlated to network performance to fully understand which network issues are impacting the customer in real-time, having a direct impact on quality of experience.

High Value Customer Monitoring

With the functionality to drill down on any defined user group, Zen allows operators to see where their high value customers are, and the performance of the service being delivered to them. See key statistics such as call success rates and customer complaints.

See Zen in Action

Get in touch to arrange a demo of Zen and see how it can benefit your business today.

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