



# United Group - SBB

**Ibis Performance Insights helped to reduce the number of customer complaints by 10 percent, significantly improve network quality and increase customer satisfaction**

## The need

As part of the effort to significantly improve the quality of service and customer experience as well as proactivity, United Group sought an end-to-end network analytics and performance management solution that would enhance its ability to serve customers and increase customer satisfaction.

## The solution

United Group enlisted Ibis Instruments to deploy a solution based on Ibis Performance Insights software.

## Approach

The approach of Ibis Instruments is to provide its customers exactly what they need in order to improve their businesses, so our solution brings agility, flexibility and a set of unique out of the box functionalities that are tailor-made for specific user groups.

## The benefit

With the solution in place, United Group noted a reduced number of customer complaints by 10 percent and the 50 percent improvement in the ability of NOC to detect the root cause of group problems HFC network in real-time.

United Group is the leading telecommunications and media platform in Southeast Europe. It provides a full range of telecommunication services (TV, broadband, fixed and mobile telephony) through state-of-the-art fixed and mobile networks and satellite technology in six markets: Serbia, Slovenia, Bosnia & Herzegovina, Croatia, Montenegro, and Macedonia. At the same time, United Group's media business has evolved into the powerhouse with an original production of series, cartoons, music, news and other content, as well as the strongest portfolio of the most popular sports channels. United Group member companies are SBB in Serbia, Telemach Slovenia, Telemach B&H, Telemach Montenegro, United Media and others.

## Seeking better insights

United Group (UG) wanted to enhance the process of continuous, proactive improvement of network quality with the purpose of ensuring that customers get the best experience while using UG services. The company wanted to introduce an innovative approach for preventive maintenance based on continuous network analytics and real technical KPIs that would always direct maintenance to the most problematic network segments. UG sought a solution that would improve visibility and control of different teams to improve their efficiency. UG also wanted to unify procedures for preventive and reactive maintenance at group level while reducing the number of tools and implementing centralized reporting.

## The right tool for right results

With the help from Ibis Group as a software vendor and implementer, United Group implemented Ibis Performance Insights, a solution for end-to-end performance monitoring and network analytics based on big data technology.

The solution initially covered performance management for Docsis segment and instantly improved the efficiency of Network Operations Center, provided mobile tools for Field Operations and necessary tools for Customer Care. The solution provided continuous monitoring of over 60 KPIs from all CMTSs and cable modems in the network. A large improvement in the maintenance of HFC (Hybrid Fiber-Coaxial) network was made by introducing a new feature – analytics-based – rating monitoring for every element in the HFC network (optical nodes, amplifiers, etc.) according to the Cable Labs best practices. This feature allowed UG to monitor every element in the access network, without the need to install any additional hardware elements, which was impossible without IPI. The solution allowed UG to introduce a better preventive maintenance process and smarter capacity planning, which led to a significant reduction in customer complaints. Near real-time root cause analysis of problems in the access network drastically improved the ability of NOC to promptly react to large group outages in the HFC segment, while significantly reducing the number of tickets that the customer center created. Field technicians got a set of mobile tools that significantly improved their efficiency. The customer center got real-time and historical insights of real technical parameters for services and visibility of all network issues, including those on passive equipment.

### Key Facts - United Group

Employees FTE	<b>3.477</b>
Homes passed	<b>1.79 mil.</b>
RGUs	<b>3.62 mil.</b>
Countries - markets (+ OTT world wide)	<b>6</b>
Inhabitants (+ 4mil. ex-YU expatriates)	<b>20 mil.</b>

as of March 31, 2018

source taken from:

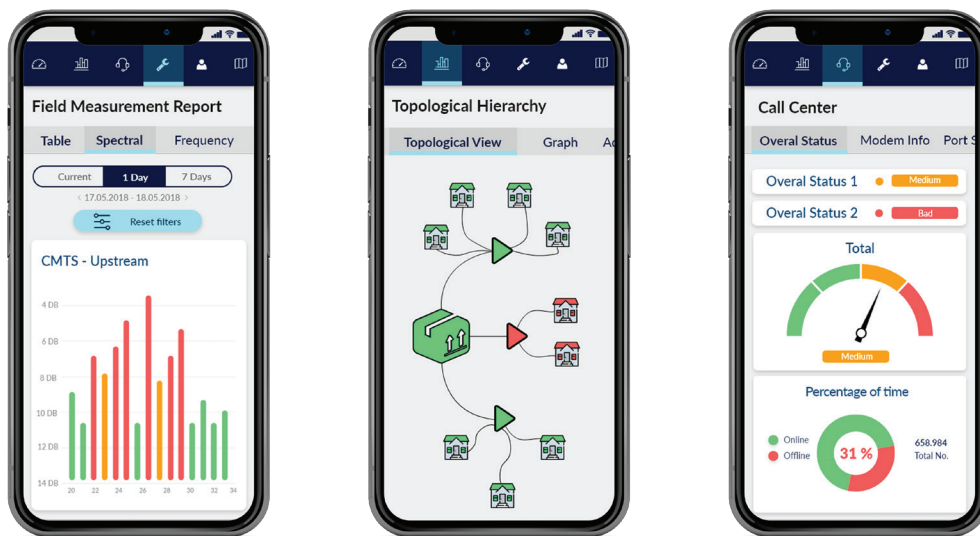
<http://www.united.group/xhtml/about.php>

Customer analytics module helped UG to better understand their customers and their customer experience. Thanks to customized dashboards, specially designed for the Call Center, all relevant technical information is represented in a simplified manner.

Following the great success with Docsis segment, UG decided to cover other domains including MPLS network and video streaming platform. By introducing Field Operations Insights module, UG achieved full visibility and control over field operations and got a tool that allowed managers to ensure that field technicians were following defined procedures during field activities, which should lead to a reduction of repeated customer complaints. Field Operations Insight allows providers to manage and control outsourced field technicians, to ensure that the highest standards are followed on the field.

## Improved network visibility, improved service quality, happier customers

As the main benefits of introducing Ibis Performance Insights solution and improved preventive maintenance process, we should emphasize significant improvement of access network quality and reduction in the number of customer complaints by 10 percent in one year, at the level of the entire network.



Additionally, in certain network segments that were targeted by urgent preventive actions based on IPI analytical input, reduction in the number of customer complaints was noted by 25-30%.