

Safaricom uses Nokia Customer Experience Management on Demand to differentiate its services in Kenya

- *Uses CEM on Demand to understand and improve the daily network experience of each Safaricom customer*
- *Prioritises network investments based on customer experience insights including cell/MSISDN level details that guide decisions like which sites to upgrade first to 3G or 4G*
- *Has greatly improved investigation processes and insights for the fraud and security teams*

Safaricom, the largest integrated telecommunication service provider in East Africa, is improving services for more than 25 million subscribers in Kenya, thanks to Nokia's Customer Experience Management on Demand. With help from Nokia, Safaricom now uses big data technology to derive real time insights from network, customer and revenue touchpoints. With the insights, Safaricom is better able to provide proactive customer care, resolve network issues and prioritise capital expenditures.

Safaricom uses Nokia CEM on Demand to derive insights on voice, SMS and M-PESA traffic, processing 214 billion data points per day. The team is currently adding mobile data capabilities.

Nokia CEM on Demand allows Safaricom to collect every customer's network experience from network probes and is integrated to other internal systems including financial, customer data warehouse, Customer Relationship Management and M-PESA. The insights are actively used by Safaricom's technology, customer care, finance, marketing, sales, and strategy teams.

The solution was deployed within 12 months with a pilot up and running in the first six months in the western region of Kenya.

By using Nokia CEM on Demand, Safaricom has reduced the time it takes to:

- Retrieve subscriber records for customer care from 2-6 hours to 15 minutes
- Obtain customer satisfaction scores for the entire network from 30 days to near real-time

- Determine root causes for service degradation from 24 hours to 10 minutes
- Ensure network-related issues are put into context with a real time understanding of the customers impacted and their value to Safaricom

Bob Collymore, CEO, Safaricom, said: "We differentiate Safaricom with our customer-centric approach, so our investments in CEM are important. With Nokia CEM on Demand, we now have one customer experience management solution for the company. We can resolve issues before they impact subscribers. We can give individual customers a personal touch and make our constant quality of service improvements visible."

Bhaskar Gorti, president of Applications and Analytics at Nokia, said: "Safaricom has been a Nokia customer for more than 15 years and it consistently has been an innovative operator on the forefront of trends. By selecting CEM on Demand, Safaricom is demonstrating once more that its main concern is providing its subscribers the best possible service in East Africa."