

Telefónica Selects Devo to Reduce Churn and Increase Customer Satisfaction



CASE STUDY

SUMMARY

Telefónica is a Spanish multinational telecommunications company headquartered in Madrid, Spain. The company had launched Movistar, a Telefónica brand and service offering. As a company in a highly competitive market, Telefónica sought to differentiate its offerings with the best possible customer service and satisfaction as possible.

The Telefónica team was in need of a SIEM solution that would allow them to use data analytics to drive an industry leading customer experience and maximize customer retention. After evaluating alternatives in the market, Telefónica selected Devo, as it was the only solution with the ability to collect and correlate data from Movistar services and deliver real-time insights. As a result, Telefónica has reduced churn and increased customer satisfaction.

THE CHALLENGE

Movistar is a Telefónica brand and service offering. Its mission is to deliver the best communication and media services to its customers. To achieve this, Movistar offers easy-to-use products and services, such as fixed line, mobile, broadband, and television services.

When Telefónica launched Movistar+ TV, marketed as a unique television offering providing the best content for the best price, it joined an ongoing industry trend that has seen telecom operators now taking more than a fifth of the pay-TV market. With more than three million homes subscribed to the Movistar+ service, television has become a key service for Telefónica. This is a highly competitive market, making customer satisfaction and retention extremely important to the team.

To improve the customer experience, Telefónica wanted to use data and analytics, as Clara Casas, Director of Contract Management in Operations at Telefónica, explains: "We used a variety of tools to check the performance of the different elements of the network and the decoders in our customers' homes, but we couldn't track the user experience, and it wasn't always clear to us when there was a problem with the quality



INDUSTRY

- Telecommunications

ENVIRONMENT

- Global company operating in 12 countries
- Present in 38 countries across the globe
- Catering to approximately 383 million customers

SECURITY CHALLENGES

- Lack of visibility in customer-related data
- No clear way of tracking customer experience
- High volume of calls coming into helpdesk
- High number of technician home visits

SOLUTION

- The Devo Platform

KEY BENEFITS

- Reduced customer churn
- Reduced volume of helpdesk calls
- Improved customer satisfaction through rapid time-to-insight
- Data correlation supports a proactive approach to problem resolution

of the images shown in the individual customer's TV. This only became apparent when customers called our help desk to report problems. In our quest to improve our customers' quality of experience in our service, we were looking for a single, unified view into our quality of service, enabling us to manage network issues and customer calls much more efficiently to anticipate and even prevent problems."

It was important to Telefónica that the platform included all the links in the chain, from loading the content at Telefónica's end all the way to delivery in customer homes, with an emphasis on monitoring quality throughout this process.

THE SOLUTION

Several options were evaluated, but only Devo could effectively collect, correlate, and analyze the data going through the Movistar+ services and deliver the much-needed real-time insights to make a tangible difference to customer quality of experience. Clara Casas emphasized the need for a scalable solution: "Movistar+ TV is a fast-growing service, and the data we generate continues to grow every month. We needed a solution that could grow from terabytes to petabytes of data. This was a key requirement for us."

Clara Casas adds, "Introducing Devo into our environment enables us to review all customer-related data at a glance, such as fault logs; all architectural elements; service quality; and the quality of the images offered by the decoder at

customer homes. This helps our help desk staff immensely. All the information to effectively support an incoming customer call is right there at their fingertips. We have dramatically reduced average client call time as a result, which in turn improves our quality of service."

Leveraging Devo's real-time analytics capabilities, information can be accessed by helpdesk staff to solve problems quickly. The Devo platform provides information on the customer's location to determine signal strength; fiber optic installation; router and decoder; DSLAM/OLT to which the customer is connected; and the number of video errors and restarts the customer has attempted. Access to information about the most recent configuration changes or faults gives the helpdesk further insight into how the problem may be resolved.

Visualizations and dashboards make it easy to correlate and isolate problems related to connectivity and performance issues by infrastructure, location, or operator.

THE RESULT

Since many reported problems are now managed through the help desk service, the number of technician home visits has been reduced substantially. Previously, if a problem could not be solved by the help desk, a technician would be dispatched to the customer's home. Because the information required to identify the problem

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- Clara Casas, Director of Contract Management in Operations at Telefónica

wasn't available, the default solution was to swap the decoder for a new one and reset the system. Research showed that a high number of the swapped decoders were actually fully functional, so having real-time data to help solve the problem without sending a technician resulted in substantial cost savings. In fact, support costs have been reduced, home visits reduced, customer churn reduced, and operational expenses have been reduced, while at the same time, customer satisfaction has increased.

Casas says, "We were amazed at the speed with which we were operational with the Devo platform. We were able to go from concept to full operational deployment in a mere three months, and the

partnership between Telefónica and Devo is now one of our key vendor relationships."

She concludes: "Customer satisfaction is absolutely fundamental to the success of our Movistar+ TV service, and Devo has helped to increase this, which is great news for us. We have also realized annual cost savings of millions of euros by reducing average client call times; reducing customer churn; reducing the overall number of calls coming into our helpdesk; and reducing the number of technician home visits. Devo's capacity for real-time and historical data collection and analysis has been central to our ability to keep our customers happy and compete in a very competitive market".

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