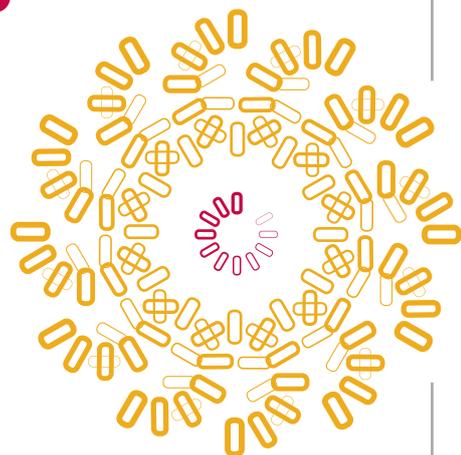
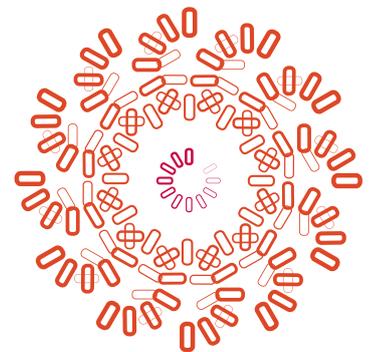
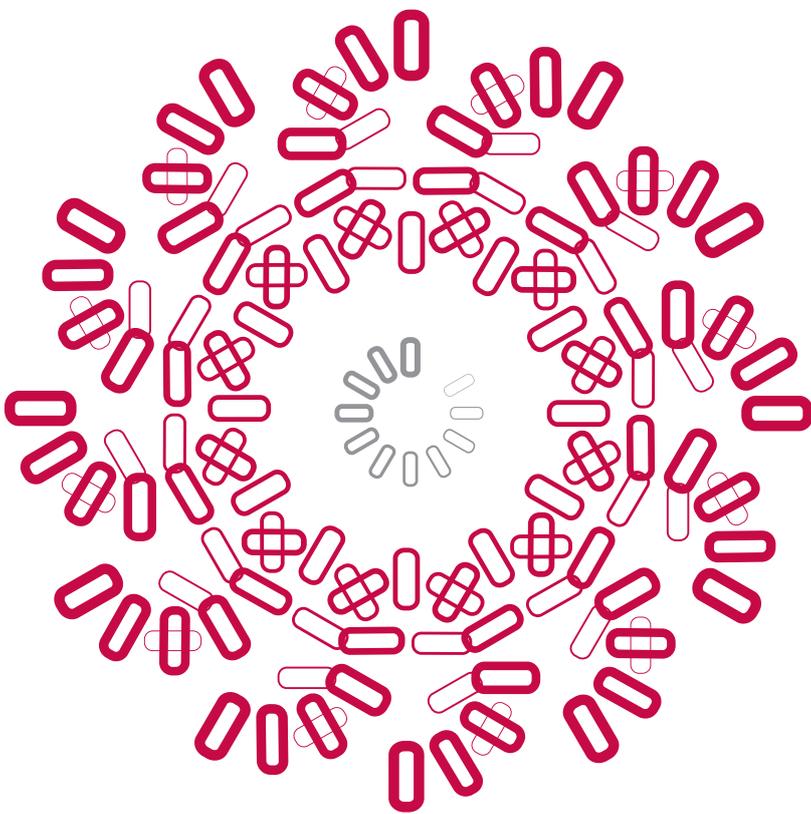


Vodafone Italy delivers superior customer satisfaction and operational efficiency with help from Accenture and Alcatel-Lucent's Motive Customer Experience Solutions

  
High performance. Delivered.



## Business Background

Vodafone Italy, long established in the provision of mobile services, entered the fixed line broadband market in 2007 and now has more than one million subscribers – serving home as well as enterprise customers. The complexity and scale of Vodafone's operations have increased substantially, in line with rapid change in the marketplace and in the network environment. Over the last seven years, Accenture and Alcatel-Lucent have worked together with Vodafone to deliver a solution based on Alcatel-Lucent Motive Customer Experience Solutions, which automates broadband services activation, troubleshooting and problem resolution to make customer interactions easy, efficient and effective. This has enabled Vodafone Italy to create, distribute and maintain services that are focused on customer needs and can evolve to meet the challenges of the dynamic digital marketplace.

## Business Challenge

Creating successful broadband services for customers today requires mastery of a wide and growing array of technologies. The connected digital devices that consumers and enterprises use are proliferating – from PCs to tablets and from smartphones to games consoles – and networks and their associated technologies are also becoming ever more complex. Managing a complex network and device environment at scale and cost-efficiently, while ensuring the best possible experience for customers, is a major challenge for communications service providers. Vodafone needed a solution that would provide end-to-end performance visibility from the customer premises equipment (CPE) to the core network, with the ability to identify and resolve issues quickly, wherever they occur. In addition, to maximize ease of use for customers, Vodafone wanted to implement the ability to auto-configure home network devices with true plug-and-play capabilities, without the need for manual input from either the user or Vodafone's technical support teams.

Accenture and Alcatel-Lucent worked together with Vodafone to develop and deliver Vodafone Italy's Remote Management Platform (RMP), leveraging Motive technologies, to meet all these demands in a dynamic and rapidly-evolving broadband network landscape.



# How Accenture and Alcatel-Lucent Helped

By combining Alcatel-Lucent's proven and innovative Motive Customer Experience Solutions with Accenture's technical expertise and delivery capabilities, Vodafone Italy's RMP automatically provisions and diagnoses CPEs. It also features centralized service management and diagnostic capabilities to optimize troubleshooting and quickly and efficiently remediate network service issues.

The team from Accenture and Alcatel-Lucent worked together closely with Vodafone Italy throughout the RMP deployment process, starting with initial analysis and design, including testing and full implementation. This demanded detailed analysis of requirements and process definitions, as well as developing solutions to provide help desk and back office agents with the tools required to deliver the highest possible levels of customer service.

The RMP uses Alcatel-Lucent's Motive Home Device Management to deliver auto-configuration capabilities, combined with Accenture's custom Mediation/Integration Layer. End-to-end service troubleshooting is enabled by the Motive Customer Service Console, providing customer service operatives with an intuitive graphical interface. The Accenture-developed troubleshooting workflows are implemented in Alcatel-Lucent's Motive Service Management Platform, enabling the addressing and resolution of customer issues.

By creating comprehensive device and network management, and automating service diagnostics and root-cause analysis, the RMP offers many ways to identify an issue on the network or on the customer side. Once a problem is identified, the RMP automatically provides step-by-step guidance to address and resolve problems. These capabilities empower the first level customer care operatives to deal with the vast majority of problems that customers experience, so that far fewer problems must be escalated to technical support engineers. As a result, time and money is saved, and customer service is improved, because most problems are resolved quickly and efficiently.

As well as ensuring that customer issues are rapidly resolved, Vodafone also wanted to offer customers the easiest possible experience of setting up and using their home networks. As a result, the service offers 'zero touch' provisioning of equipment that requires no manual input from customers. When customers receive their network device, all they need to do is plug it in and turn it on. The RMP takes care of the rest, because Accenture's Integration Layer manages business logic and workflows between operational support systems (OSS) and network systems, which ensures successful activation.

By harnessing their combined in-depth knowledge and technical expertise, along with deep experience of the communications industry, the team from Accenture and Alcatel-Lucent introduced services, processes and industry specific capabilities such as use cases and workflows, to provide a comprehensive solution to meet Vodafone Italy's business goals.



## High Performance Delivered

The RMP enables Vodafone Italy to deliver superior customer services, giving customers a fully automated process for setting up their home networks. With more than two million DSL lines now managed by the platform, Vodafone has a solution that can expand to meet the demands on its services, even as scale and complexity increase. Today, the RMP manages more than 500 concurrent users. It addresses network and device issues, as well as provides diagnostics and root cause analyses, through more than 7,000 tests hourly and an average 80,000 automated workflows daily. These performance and automation levels have achieved breakthrough results for customer service by improving customer satisfaction while reducing operating costs.

Call center efficiency has increased and costs lowered through reduced call times and the ability to fix issues the first time, which enables technicians to reduce follow-up calls. As a result, the RMP also reduces second level technical support requirements and lowers operational expenditure, because there are fewer field force appointments and technical tickets that require resolution. These benefits contribute to improved customer satisfaction in a highly competitive market where customer experience is a major driver of churn.

Overall, by providing an approach that closely integrates leading technology solutions with a keen understanding of Vodafone Italy's business strategy, Accenture and Alcatel-Lucent have provided a platform that will enable Vodafone Italy to continue delivering superior service in a rapidly-evolving market. According to Sandro Falleni, Vodafone Italy Wireline chief technology officer, the ability to collaborate was essential to the program's success. "The complementary strengths of Alcatel-Lucent's Motive Management solutions, together with Accenture's service expertise, were important for us to be able to maximize Vodafone Italy's operational efficiency and improve customer satisfaction," he said.



Click [here](#) to read more about the Accenture Alcatel-Lucent Business Group.

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 305,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014.

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## About Alcatel-Lucent

We are at the forefront of global communications, providing products and innovations in IP and cloud networking, as well as ultra-broadband fixed and wireless access to service providers and their customers, and to enterprises and institutions throughout the world.

Underpinning us in driving the industrial transformation from voice telephony to high-speed digital delivery of data, video and information is Bell Labs, an integral part of the Group and one of the world's foremost technology research institutes, responsible for countless breakthroughs that have shaped the networking and communications industry. Our innovations have resulted in our Group being recognized by Thomson Reuters as a Top 100 Global Innovator, as well as being named by MIT Technology Review as amongst 2012's Top 50 "World's Most Innovative Companies". We have also been recognized for innovation in sustainability, being named Industry Group Leader in the Technology Hardware & Equipment sector in the 2013 Dow Jones Sustainability Indices review, for making global communications more sustainable, affordable and accessible, all in pursuit of the Group's mission to realize the potential of a connected world.

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With revenues of Euro 14.4 billion in 2013, Alcatel-Lucent is listed on the Paris and New York stock exchanges (Euronext and NYSE: ALU). The company is incorporated in France and headquartered in Paris.

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## Contact us

**Paolo Sidoti**  
Global Lead, Network Services  
Accenture  
[paolo.sidoti@accenture.com](mailto:paolo.sidoti@accenture.com)

**Frederic Astier**  
Global Lead,  
Accenture Alcatel-Lucent Business Group  
[frederic.astier@accenture.com](mailto:frederic.astier@accenture.com)

