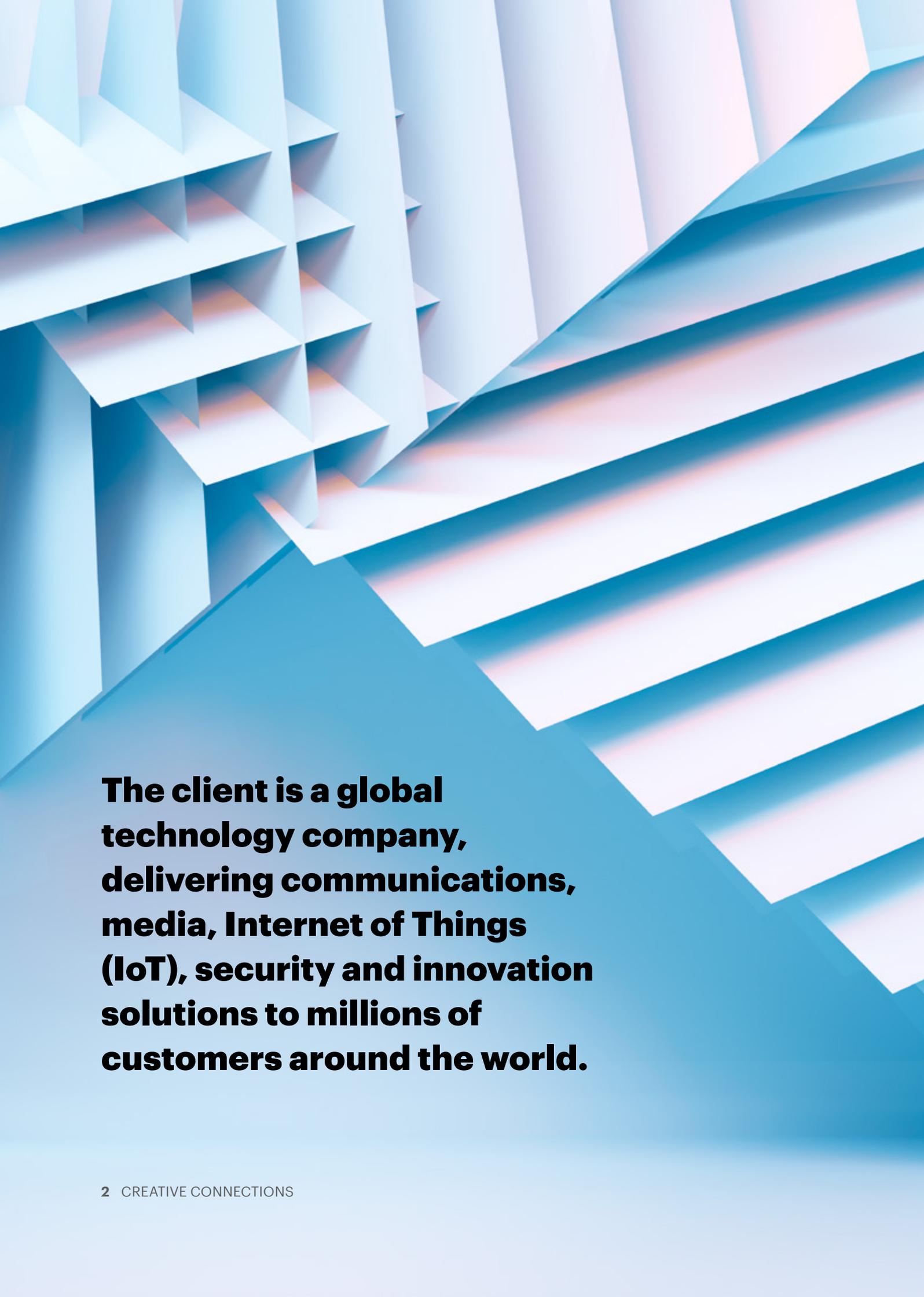


The background of the slide is a light blue gradient. On the right side, there is a large, abstract graphic composed of many overlapping, curved, blue rectangular blocks that create a sense of depth and movement, resembling a modern architectural structure or a data visualization. In the top left corner, the Accenture logo is displayed in black, with a blue chevron symbol above the 'u'. To its right, the word 'operations' is written in a blue, sans-serif font.

accentureoperations

CREATIVE CONNECTIONS

**Partnering for end-to-end transformation
and increased network value.**

The background features a complex, abstract geometric design. It consists of various overlapping planes and shapes in shades of light blue, white, and pale pink. The shapes create a sense of depth and movement, resembling a stylized architectural structure or a series of interconnected digital components. The overall aesthetic is clean, modern, and tech-oriented.

The client is a global technology company, delivering communications, media, Internet of Things (IoT), security and innovation solutions to millions of customers around the world.

THE STORY

The Background

This global technology company has long been committed to distancing itself from competitors with customer experiences that are better, services that are faster and more reliable, and solutions that are more innovative, convenient and relevant. A few years ago, the company began paying particular attention to its small and medium-sized business customers, segments that account for a tremendous share of the company's revenue and profitability.

There was plenty of opportunity for improvement, particularly in the area of communications networking. Nearly every aspect of the customer service delivery experience—from the initial sale and management of the order to the provisioning of circuits and the activation of services to customer care and ongoing support—was slower and more cumbersome than it could have been. By accelerating end-to-end cycle times for ordering, provisioning and billing processes, the company expected to realize cost savings and secure more revenue, more quickly.

The success of such a transformation hinged on the company's ability to reinvent its network service processes and embrace the concept of intelligent operations, which integrates data analytics, applied intelligence and human ingenuity into the operating model to drive better customer experiences and breakthrough business outcomes.

For help in bringing its vision of smarter, faster, more responsive network services to life, the company turned to Accenture and its deep industry expertise, capabilities, strategies, technologies and talent.

The Journey

The client's end-to-end network services transformation began with the deployment of a highly skilled Accenture team in three geographies. The team helped re-engineer every conceivable service for customers—from pre-sales support and order management through to the design, provisioning and activation of circuits. New processes even extended beyond traditional service delivery to customer care, service assurance and ongoing network upgrades, management and maintenance.

The client has embarked on one of the most comprehensive network services transformations in the technology industry. The end-to-end processes delivered via this program include:

- Solutions to Quote
- Solutions Engineering
- Pre-Sales Support for VOIP
- Cloud Sales Operations
- Network Engineering
- Project Management
- Order Management
- Provisioning
- Service Activation
- Service Management
- Billing and Customer Care
- Network Management/Repair
- Conferencing Operations

Once the processes were re-engineered, the team applied new technologies to drive even more value. Robotic Process Automation (RPA), analytics and artificial intelligence (AI) were all critical components of the program. RPA introduced new efficiencies and is accelerating cycle times across every phase of the customer journey. An analytics engine provided actionable insights to enable better decisions and ongoing improvements, especially in order management, customer care and operations. Big Data analysis delivered a deeper understanding of customer behaviors and enabled the creation of customized workflows. AI is being considered to transform quoting, order management and billing processes.

Through these and other process innovations, the client's enterprise line of business has completely re-imagined the customer experience. Multiple processes have been redesigned, streamlined and accelerated, most notably:

Order management

Streamlined processes and trained managers who have end-to-end ownership of orders have not only improved customer satisfaction but have also allowed the client to realize revenue faster. The end-to-end interval has dropped by 18.5 percent and the ordering interval has declined by 64.9 percent (from 36.2 to 12.7 days). Customer satisfaction scores stand high at 8.5 on a scale of 10. In 2017, 17 automation tools saved 2,500+ manual hours and revenue enhancements and savings totaled \$1.3 million. In 2018, this value is expected to increase to \$2.2 million.

Provisioning and activation

An expert workforce now manages a variety of activities associated with delivering voice and data products. Specific tasks include provisioning the service, working with local exchange carriers to coordinate circuit delivery, designing and testing circuits, and activating the service to accommodate live traffic.

Once again, innovative uses of technology have streamlined and accelerated the provisioning process. For example, mini-bots have completely automated the approval process for certain service requests. Automation has reduced the time needed to port telephone numbers to the new service by 75 percent, from 1 hour and 20 minutes to just 20 minutes. Analytics have been used to identify new opportunities for revenue gains in the provisioning and activation process. For example, analytics revealed inconsistencies in the client's network and billing databases that were allowing some business customers to use the network without being billed. Identifying the circuit issues that were causing the billing oversight generated \$3.1 million in revenue that would have otherwise gone unclaimed.

Service assurance

As part of its post-activation service, the client has been able to boost the quality of its network and customer services for a variety of business products, including Ethernet services and international calling. A dedicated team, which operates

as an extension of the client's own workforce, also oversees data-repair and outage-restoration activities. Across all service categories, processes have been streamlined and customer experiences have been improved. For example, switching customer IDs on ticket requests is no longer a manual process that takes 15 minutes; automated solutions consolidate the necessary databases and extract the data needed in just three minutes. Automation has reduced handling time for ticket requests related to International Toll-Free service numbers (ITFS) or Universal International Free Numbers (UIFN) from 10 minutes to 30 seconds. Handling time for automated aging reports has been reduced by 22 percent. And duplicate tickets have been all but eliminated, thanks to automated tagging.

Network engineering

A highly skilled workforce is responsible for preparing network designs/schematics, as well as the work orders technicians use to configure network hardware and software in accordance with customer requirements. Automation in this area has helped the client not only secure revenue more quickly, but also reduce cycle time, which means faster solution delivery. For example, an automated bot reduced the implementation time for phone upgrades to Voice over Internet Protocol (VOIP) for an oil and gas company from 12 months to 2 months, generating \$170,000 of savings on the contract price.

The Impact

In the technology industry, where disruption is constant, customer demands are rapidly changing, and start-ups are threatening to steal market share, established enterprises recognize the need to embrace change, gain business agility and improve operational efficiency to stay ahead of the pack. They are focusing on delivering better experiences, faster service and smarter solutions. This technology company has mastered all three by building an intelligent, highly automated and analytics-based set of network operations.

Hundreds of improvements in the end-to-end network service cycle have enabled the client to boost its agility and competitive edge, and customer experiences are dramatically improved.

With Accenture's help, the company has achieved its primary goal of lowering network service delivery cycle times and post-service delivery processes.

Re-engineered, streamlined and automated processes have generated \$98 million in savings and the client has bolstered its relationships with business customers. Its order management Net Promoter Score® has soared from -50 to +40 percent. Customer satisfaction ratings for billing inquiries have climbed from 3.2 to 5.6, and service assurance satisfaction scores have gone from 4.6 to 8.3.

THE FUTURE

In this hyper-competitive digital world, this client now stands out for its intelligent and responsive network operations.

With Accenture's help, the client will continue pushing the envelope to achieve even greater process efficiencies and better customer experiences. For example, the client is exploring opportunities to introduce AI-enabled automated processes in the areas of order management, billing and customer care. Through these and other innovations on the horizon, Accenture is supporting the client's transition to becoming a digital telecommunications leader.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 459,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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