New Strategies for Incident Response Lifecycle Management
NEW Strategies for Incident Response Lifecycle Management

Service performance is the key competitive differentiator in attracting new customers and reducing churn. For most providers, service performance is the most important criteria for delivering on business objectives and improving the customer experience.

Service performance yields a better customer experience, more cost-efficient processes, shorter incident response and repair time, and higher overall service quality.

Implementing new Incident Response Management Strategies is the method for achievement.

“Our growth is based on how good our experience is, compared to all the other screen time experiences from which consumers choose.”

REED HASTINGS
CEO Netflix
REAL-TIME ANALYTICS, AI, MACHINE LEARNING, AND IOT are transforming Incident Response Lifecycle Management and providing enormous operational improvement in service performance.

Companies who understand how to harness the power of these technologies are enabling operational process shifts that significantly **improve customer experience.**

![](image)

**PROCESS SHIFTS**

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactive response</td>
<td>Proactive action</td>
</tr>
<tr>
<td>Monitoring for service disruption</td>
<td>Monitoring to improve the customer experience</td>
</tr>
<tr>
<td>Post event processing</td>
<td>Real-time processing</td>
</tr>
<tr>
<td>Scheduled maintenance</td>
<td>Predictive maintenance</td>
</tr>
<tr>
<td>Manual processes</td>
<td>Automated processes</td>
</tr>
<tr>
<td>Stove pipe incident response</td>
<td>Holistic incident response management across the network, application, and infrastructure</td>
</tr>
</tbody>
</table>
BREAKING DOWN THE INCIDENT RESPONSE SILOS

Often accountabilities for incident response are siloed in one part of the IT organization before root cause is really identified. Network operations are responsible for monitoring network performance with a focus on secure and efficient data flow and security. Storage infrastructure managers are managing the data lifecycle from on network to off-premise environments based on technical, regulatory and other governance priorities. Applications development executives are focused on tracking how modifications to the application will improve the client experience and extend the service capabilities.

New technologies are able to breakdown these silos and enable real-time views into the operational performance across the IT stack. This capability delivers:

- Faster identification of root cause.
- Shorter resolution times.
- Improved staff productivity.
- New insights that can improve overall service delivery and customer experience.
KEY TRANSFORMATIONS AREAS IN INCIDENT LIFECYCLE RESPONSE

1. Preventing problems before they are visible to customers

Preventing problems or reacting to anomalies that may result in future downtime or degradation of service reduces service incidents, improves uptime and overall service quality.

2. Accelerating time to issue resolution when incidents occur

Restoring service faster requires the acceleration and transformation of each phase of the Incident Life-cycle.

3. Engaging in active communication with customers

Customers expect that their services and devices will work all the time. And, when they don’t, they expect to be able to fix the problem themselves. FAST!

Preventing problems
Accelerating time to issue resolution
Engaging in active communication
PREVENTING PROBLEMS BEFORE THEY ARE VISIBLE TO CUSTOMERS

With the implementation of real-time process monitoring, you gain visibility into all the systems and processes affecting service quality. Combined with advanced analytics, this allows action to be taken prior to any significant impact on service quality.

Predictive analytics can be leveraged in real time to forecast process problems based on historical experience and real-time event processing capabilities. This requires several critical steps:

- Leveraging historical data via machine learning and other techniques to create predictive models of what could happen in the future;
- Analyzing current events in real-time to refine the predictions based on real-world events; and
- Updating the predictive models in real-time to reflect the real-time activity.
### ACCELERATING TIME TO ISSUE RESOLUTION AND RECOVERY WHEN INCIDENTS OCCUR

**Addressing the common challenges within each phase of the incident lifecycle can drive dramatic reduction in cycle time from incident occurrence to service restoration.**

<table>
<thead>
<tr>
<th>Incident Lifecycle Phase</th>
<th>Common Challenges that Extend Cycle Time</th>
<th>Transformation to accelerate the lifecycle phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occurrence to Detection</td>
<td>Undetected occurrences due to nuanced issues are harder to detect and extend the time to recovery.</td>
<td>Analize granular event populations in real-time to detect nuanced issues.</td>
</tr>
<tr>
<td>Detection to Reaction</td>
<td>False positives overwhelm operations draining their productivity and delaying reaction time to real issues. Lack of integration across systems introduces redundancy with multiple efforts underway to tackle the same or related issues across the same population base.</td>
<td>Reduce false positives through advanced anomaly detection and alerting. Integrate across systems and stove pipes to eliminate redundant efforts and waste.</td>
</tr>
<tr>
<td>Diagnosis</td>
<td>Complex human analysis often across multiple data sets and disciplines to determine root cause extends cycle time. Visualization tools, machine learning algorithms, and predictive analytics is lacking or not well integrated.</td>
<td>Leverage AI, and machine learning to accelerate diagnosis of root cause. Integrate visualization tools and predictive analytics into the diagnostic process.</td>
</tr>
<tr>
<td>Repair</td>
<td>Defining workarounds to reduce immediate incident impact and implementing manual repairs to resolve the issue takes time.</td>
<td>Suggest workaround and repairs and automate implementation of workarounds and repairs where feasible.</td>
</tr>
<tr>
<td>Recovery</td>
<td>Incident impact may be felt during recovery requiring monitoring through full restoration to provide recovery assurance.</td>
<td>Monitor incident impact in real time to assure incident restoration.</td>
</tr>
</tbody>
</table>
ENGAGING IN ACTIVE COMMUNICATION WITH CUSTOMERS

No one likes bad news but if quality degradation affects your client base most will agree that customers prefer to know what the situation is and be confident that it will be resolved quickly.

- Let your customers know you are aware of the problem and working to resolve
- Provide them with a self-help workaround to help them improve performance
- Give them an expected time of resolution
- Keep them informed when the status of the situation changes

To improve high revenue customer experience, a telco installed sophisticated monitoring technology to shrink the response time. They also advised customers when they might get inconsistent service, while assuring them that technicians were already working to fix the problem. These actions reduced complaints from its high-revenue customers by 47% for 3G networks and 34% for 4G, while its churn rate – the number of customers who defect to the competition dropped from double digits to 1.5%.¹

¹For Today’s Telecoms Companies, Customer Experience Is Just As Important As Download Speeds, Forbes Asia
LEADING TRANSFORMATIONAL CHANGE

Successful leaders in transformation change collaborate across multiple functions. Instill a single-mindedly focus on a customer-centric view of their business. Become cultural change agents breaking down traditional fiefdoms and silos.

WHAT DOES SUCCESS LOOK LIKE?

Implementation of New Incident Response Lifecycle Management Strategies deliver

- Higher Net Promoter Scores
- Lower customer churn
- Customer and revenue growth
- Bottom line profit improvement
- Time reduction in each phase of the Incident Response Lifecycle

START SMALL BUT WIN BIG

Beginning with an early win use case

To build organizational confidence and

Create a positive change cycle

Then add additional use cases

Creating the organizational environment for success
OUR DIGITAL OPERATIONS SOLUTION FRAMEWORK SUPPORTS YOUR JOURNEY; ENABLES CONTINUOUS IMPROVEMENT

Monitor complex processes in real time to take corrective action prior to performance degradation.

Leverages powerful AI to uncover meaningful anomalies to find problems sooner.

Awareness of the impact of operational changes to ensure better decision making.

Decipher complex incident patterns in real time – understanding impact and automating resolution to solve the right problems faster.
DIGITAL OPERATIONS — HOW WE MAKE IT HAPPEN

Pre-built and customizable templates deployed in days

A deployment catalyst with parsers, data models and APIs

Intelligent actions and automation

Prescriptive and predictive analytics on real-time data

Agile development environment enables rapid time to value

Correlates streaming data with historical and empirical data

VIA Solution Templates

End-to-end advanced analytics engine – from real-time analytics and visualization to AI and automation

Our platform offers a low-code and model-driven development environment for rapid deployment.

The VIA platform is proven, built to scale, and leverages a best-in-class technology stack.
ARE YOU READY TO IMPROVE CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCIES WITH NEW INCIDENT RESPONSE LIFECYCLE MANAGEMENT STRATEGIES?

VITRIA can help you succeed.

CALL TODAY FOR A COMPLIMENTARY WORKSHOP.

SEE A DEMONSTRATION OF HOW VIA'S DEVELOPMENT ENVIRONMENT CAN GET YOU ON THE MOVE QUICKLY.