Bridging CX to service operations

Customer experience is paramount. From onboarding to service delivery and payment, the goal is to enhance the customer experience, to reduce customer churn, to create loyalty through service enhancements, and to minimize service degradation and eliminate disruption. When problems arise, the objective is to resolve before the customer feels the impact and when it's not possible to contain the impact, resolve quickly and keep the customer well informed.

Yet while service performance and the speed of problem resolution on customer retention and loyalty is well understood, organizations spend millions of dollars providing sub-optimal customer experience in delivering their service. Most organizations can't monitor the complete chain of customer impact across service delivery layers. They can't distinguish between the symptoms and the cause of the problem without significant human intervention and delays in resolution. This is not due to the lack of monitoring tools. Monitoring tools are available in abundance for the network, the application, and multiple elements of the infrastructure. Each of these tools ingests specific data based on what they are monitoring with

their own set of alarms and automatic notifications. But these tools are stove piped and disaggregated in the results they provide. The impact between interrelated parts of the overall service delivery system remains dependent on talented engineers making the connections and determining the symptom, cause and effect relationships and then take the actions required.

Service delivery systems have become increasingly complex with a lot of moving and interconnected parts. Daily changes occur within the service ecosystem. Software upgrades, infrastructure modifications, or other change implemented by the services organization have potential upstream or downstream impacts on

the customer experience. But without visibility to the entire service delivery ecosystem, customer experience impacts are often not understood triggering service incidents that could have been avoided or quickly contained.

What's needed is to understand the complete customer impact chain. The ability to make current systems smarter by enabling all of the available data to be analyzed together using AI and machine learning. With this ability, the cause can be distinguished from the symptoms, the issues resolved more rapidly and operating cost reduced with more efficient and effective service operations management. What's needed is an AIOps application that understands the entire service delivery ecosystem and customer impact so that the right issues can be prioritized and quickly acted upon. Understanding the cause of the problem, the customer segments impacted, and under what conditions along with the ability to relay all of this information to the right fixer group is the key to improving operational effectiveness.

VIA AIOPS is the next generation AIOps application that improves customer experience by providing Total Ecosystem Observability, Explanatory AI, and Experience Assurance.

Total Ecosystem Observability learns how all the interrelated systems impact the customer experience, monitors what's happening on the application layer, the network layer, and the infrastructure layer, and detects changes automatically. **Explanatory AI** delivers the advanced analytics and machine learning to accurately detect anomalies and determine what is the cause, what is symptomatic, and what customer populations are impacted with visual explanations of all analysis and actions. With VIA's **Experience Assurance**, remedial actions can be automated and customer-affecting issues can be predicted and acted upon prior to customer impact.

Real examples explain VIA's value best. For a cable provider, subscribers began reporting service issues, the cause was unknown, and repair trucks started to roll. VIA was able to identify the cause of the problem which was a firmware update. Subscribers were notified that the issue was being resolved and the firmware was rolled back to the previous version. Scheduled onsite repairs were cancelled and tens of thousands of dollars were saved with onsite technician visits avoided. The impact to the subscriber base was contained and affected customers were happy to be kept informed. Sometime later, a section of the network supporting Video on Demand began to fail resulting in video streams taking longer to load. VIA

identified the content delivery network problem 45 minutes before the customers started reporting the issue. The problem was affecting a single state. The Network Operation Center was notified within minutes after the problem began. Interactive Voice Response call deflection was instantiated to inform the customers of the issue and reduce the load on the call center. With VIA, the time to detect the problem and initiate action was cut in half, the number of subscribers affected reduced and overall service quality improved.

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VIA AIOps operates in the background making existing tools, workflows and processes smarter. With VIA there is no need to train the entire service operations staff on a new system. The operations team simply receives better information making them more efficient in closing out customer issues and resolving problems faster.

VIA AIOps delivers a value multiplier that leverages all the data coming from the many tools across the multiple layers in service delivery. By understanding, detecting, and responding rapidly to the root cause of performance issues that adversely impact customers yields millions of dollars in measurable improvement in customer retention and loyalty and improvements in operational efficiencies. VIA bridges the gap between customer experience and service operations to achieve better and more profitable service experiences.