

# Improving Customer Service through Service Level Agreement Compliance Monitoring and Management

*Automating the process of performance reporting and managing customer service delivery*

## Case Study



## Introduction

Telefonica Chile is the largest Telecom operator in Chile, with more than 10 million customers. The Movistar commercial brand is used for mobile, landline, and broadband services for both consumer and business customers.



The TESLA (Telefonica Empresas SLA) project was created in response to the needs of the Corporate Clients Department. They needed a way to measure in real-time the degree of compliance with Service Level Agreements (SLAs) for Telefonica's corporate clients' networks.

Telefonica Chile chose Avanzit-Tecnología Chile, as their partner for this project. Avanzit has been a close and trusted supplier for Telefonica, with a proven history of delivering turnkey solutions over the course of more than 12 years.



## Project Challenges and Objectives

Telefonica's corporate customers have complex contracts that span multiple products and services across networks of subsidiaries and branches. Providing the uptime for any given customer on a monthly basis was a complex task requiring manual calculations and reporting. Due to this contract complexity and the large number of subsidiaries and branches for each customer this analysis was extremely labor intensive, time-consuming, and subject to human error.

Telefonica needed to find a solution that would be both flexible enough to automatically calculate the uptime for a variety of different service offerings and contract commitments and accurate enough to get it right every single time. Telefonica Service Managers needed a tool that would provide them with real time visibility into service status and SLA compliance for their respective customers. This is exactly what was achieved through the development and delivery of TESLA.

## The Solution

Telefonica considered numerous commercial options for SLA calculation, including offerings from HP and IBM before choosing the team of Avanzit and Edge to deliver their combined solution. Two primary factors in this selection were:

- Flexibility – the ability to model many unique SLAs on a per-customer basis
- User Interface – the look and feel of other solutions was both static and unimaginative. Telefonica wanted state-of-the-art, interactive, role-based dashboards that would meet the needs of multiple users within the organization.

In order to perform the required SLA calculations, four important integrations were essential:

- Castle Rock Computing’s SNMPc – network device monitoring and event notification
- BMC Remedy – providing the mapping between network events and corresponding support tickets
- Internal accounting system – allows the TESLA SLA engine to translate network downtime into credit notes for each account
- Microsoft Exchange Server - enables the system to send automated alert emails to each Service Manager when their customers are experiencing issues

The primary users of the TESLA system are 110 Service Managers, 10 network engineers, and five supervisors. The Service Manager profile allows Telefonica account managers to view each of their customers and assess which SLAs are at risk and might require the issuing of a customer credit. The Service Managers can also see outages, downtime, and open tickets.



Main screen for Service Manager Persona

The Atención Segmento profile is an internal quality control profile. Through this profile Telefonica Chile is able to view quality support metrics such as the Mean Time to Repair (MTTR), the number of times a ticket has been reassigned, and overall support performance.

Edge Technologies created a custom calculation engine in order to determine which customers are entitled to refunds.

## The Benefits

***Telefonica Service Managers were spending on average 6 to 8 hours per month on manual report generation. Multiplying this savings times 110 Service Managers translates into approximately 660 to 880 per month saved in SLA analysis and report generation alone!***

The TESLA system has met or exceeded user expectations and delivered successful results in several areas:

- Time-consuming and error-prone calculations have been replaced by a fast, flexible, accurate, and fully-automated process
- Telefonica operators can quickly perform in-depth analysis of each client's network and services from a single dashboard providing seamless access to multiple data sources
- Service Managers receive proactive issue notification enabling them to reach out to customers to address problems and provide better overall service
- The dashboards are interactive, visually appealing, and serve to optimize the workflow efficiency of users in a variety of roles

Vicente Espinaza, Project Manager and Senior Engineer for Telefonica summarized the project results this way: "The implementation has been very successful and has allowed us, in a very short period of time, to reach our primary objectives: Secure revenue assurance and improved Quality of Service perceived by end customers. We have achieved savings by means of providing automated reports and proactive management of incidents for clients avoiding SLA penalties and economic loss for the company."

## Conclusion

Edge Technologies transforms existing tools, processes, and information into improved visibility, streamlined workflow, increased operational efficiency, and ultimately, satisfied customers. We do this by creating integrated views with personalized perspectives of information that can be shared with diverse audiences wherever and whenever needed. By combining data in new ways and representing it visually, individuals can derive greater context and meaning from existing information and make better decisions faster. Edge delivers clarity in a complicated world.

## About Avanzit and Edge Technologies

Avanzit-Tecnología Chile is a service integrator for the Telecom industry that has been active since the year 2000. Clients include major Telecom players such as Telefonica, Entel, VTR, Claro, and other large public and private organizations such as Barrick Gold Corporation and Chilean Customs (Servicio Nacional de Aduanas de Chile).

Over the course of more than 12 years, Avanzit has worked closely with Telefonica, delivering emblematic turnkey solutions such as a wall display NOC system, a preventive and corrective support system for switching technologies from Alcatel, Ericsson, and NEC that span all 12 regions of Chile. The two primary projects delivered with Edge Technologies are: HGM (Herramientas de Gestion y Monitoreo) and TESLA (Telefonica Empresas SLA), both aimed at providing improved customer service for Telefonica customers.

Edge Technologies is a world-class software development company focused on core practices in Data Visualization and Information Integration. Edge products and services facilitate faster, more complete data integration, user-centric visualizations, easy, secure information sharing, and enhanced situational awareness across a diverse set of information stakeholders. Since 1993, Edge has been providing leading-edge products and services to many of the world's most sophisticated network, intelligence, operational and logistics environments. Edge Technologies' clients include Fortune 500 companies, Managed Service Providers, and the United States Federal Government, including the Department of Defense.

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