



Celtic-Plus

Online Idea Pitch Session



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Pitch of the Project Proposal

Customer Experience Enhancement Automation



<Baran Ozturkcu, Turkcell Technology>
<baran.ozturkcu@turkcell.com.tr>

Fixed Network

Network

Find and solve the network problems proactively

- Customer network provisioning data consistency check
- Detect customer problems or issues before noticed.
- Checking customer switch, OLT etc... line parameters and initiate a ticketing process for problems

CEM

Customer Experience Enhancements

- Evaluate and control the customer experience
- Keeping records of improvements and historical status

Other Systems

Using automated Processes

- System problems can be overcome by an automated bot.
- Periodically check-up

Teaser

Example Use cases

Existing solutions

- Assisted Case solutions via call centres
- Business Intelligence solutions
- Manual Analysis
- Using network alarms

Target Solution

- Using an automated bot to understand abnormality
- Taking an automated action to improve customer line
- Using historical operations result to act
- Evaluate and take action for each individual customer

No internet connection Equipment misconfiguration

Network errors

Provisioning errors

Slow internet connection Quota usage

Misconfiguration Wi-Fi

TV problems Freezing

Channel problems

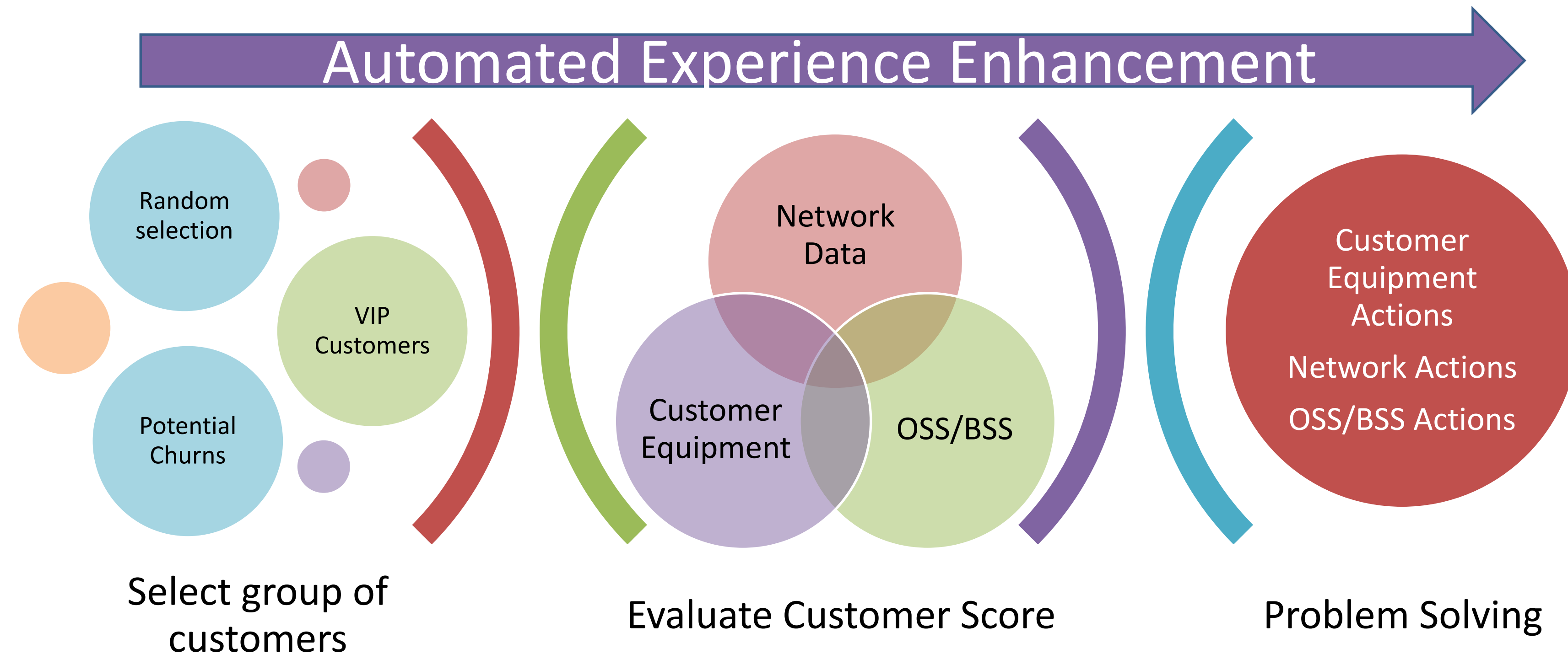
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Organisation Profile

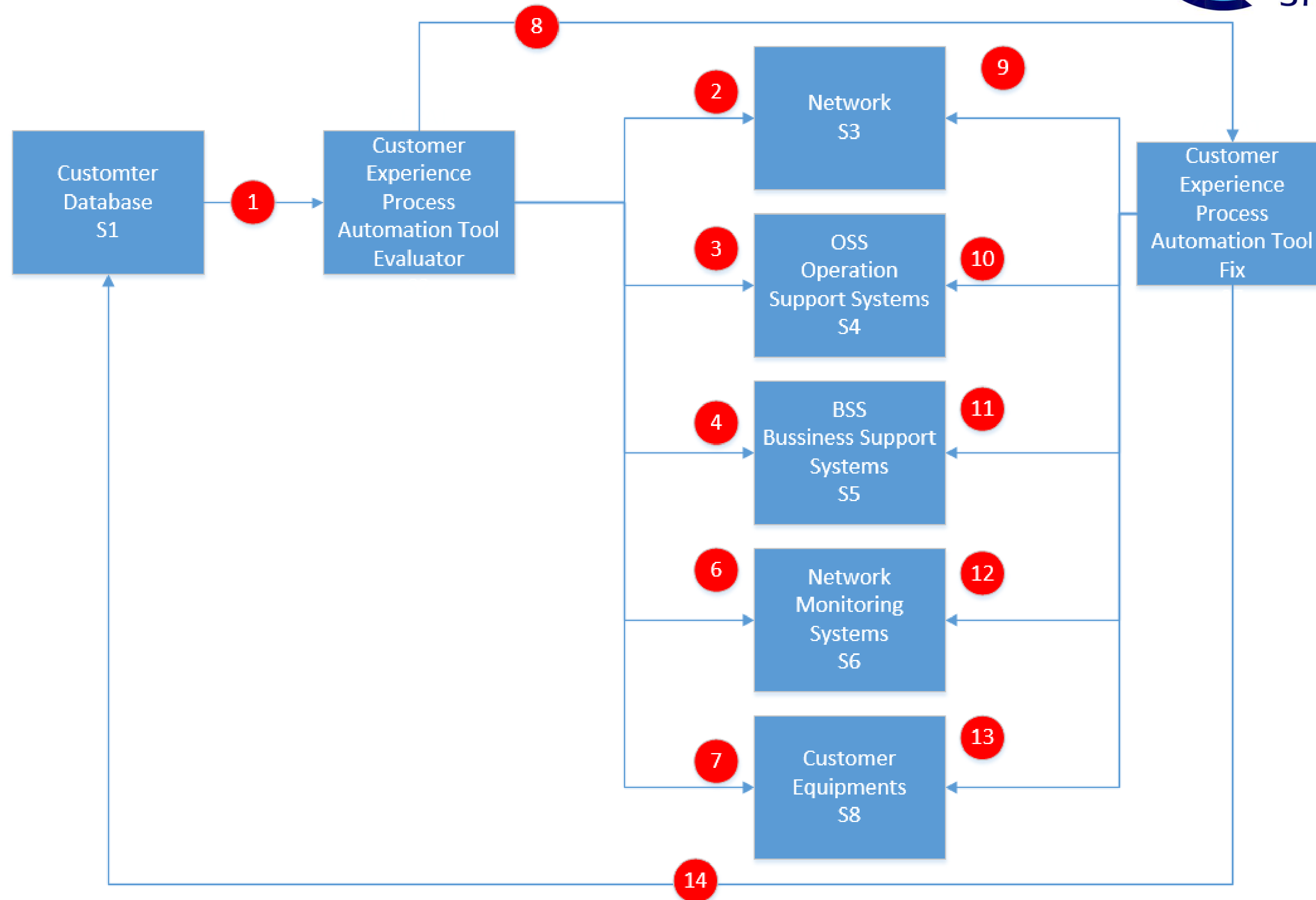


- Converged communication and digital services player
 - Mobile: 51K sites, 1 Gbps DL speeds, VoLTE support
 - Fixed: 39 km total fiber, 3M houses with fiber support (up to 1 Gbps)
 - Digital Services:
 - BiP (Digital Communication Platform)
 - Turkcell TV+
 - Fizy (Music Platform)
 - Lifebox (Smart Storage)
- Operating in 9 countries with 50.4M subscribers, 36M Turkish mobile subscribers
- ~1000 R&D personnel
- Listed both on NYSE & Borsa Istanbul with a \$7.3B market cap

Proposal Introduction



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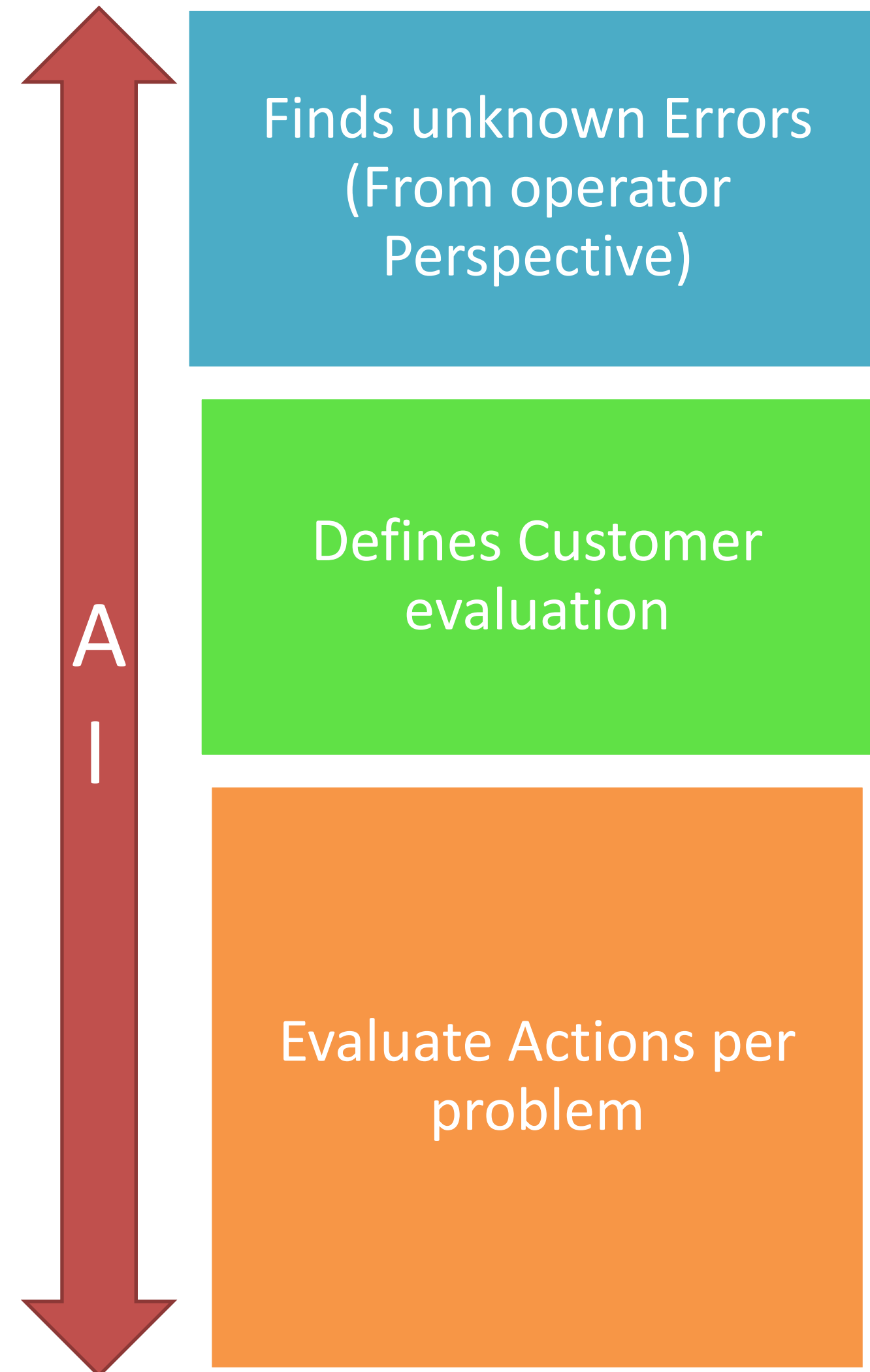
- Known error DB
- Frequent Session drop
- Speed issues
- ...
- Unknown or not formulized errors



- Network actions
 - Reboot
 - Profile change
 -
- Customer equipment actions
- Customer DB actions



- Defining the result of the action
 - Success
 - Failure



Partners



Turkey

- Turkcell Technology

Looking for Partners / Expertise

- Electronics hardware manufacturers
- AI software companies
- Universities
- Other Telco operators

Contact Info



For more information and for interest to participate please contact:

Baran Ozturkcu
Turkcell Technology R& D
baran.ozturkcu@turkcell.com.tr
+90 533 210 80 53

Join the follow-up Telco



27th of June 10 CET

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