Celtic-Plus
Online Idea Pitch Session
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Pitch of the Project Proposal
Customer Experience Enhancement Automation

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## Teaser

**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
### 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

### Example Use cases

<table>
<thead>
<tr>
<th>No internet connection</th>
<th>Equipment misconfiguration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Network errors</td>
</tr>
<tr>
<td></td>
<td>Provisioning errors</td>
</tr>
<tr>
<td>Slow internet connection</td>
<td>Quota usage</td>
</tr>
<tr>
<td></td>
<td>Misconfiguration Wi-Fi</td>
</tr>
<tr>
<td>TV problems</td>
<td>Freezing</td>
</tr>
<tr>
<td></td>
<td>Channel problems</td>
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</tbody>
</table>
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

Automated Experience Enhancement

- Random selection
- VIP Customers
- Potential Churns
- Select group of customers
- Network Data
- Customer Equipment
- OSS/BSS
- Evaluate Customer Score
- Problem Solving
- Customer Equipment Actions
- Network Actions
- OSS/BSS Actions

www.celticplus.eu  Customer Experience Enhancement Automation, Baran Ozturkcu, baran.ozturkcu@turkcell.com.tr
Proposal Introduction

- 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

- Finds unknown Errors (From operator Perspective)

- Defines Customer evaluation

- Evaluate Actions per problem
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:

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27th of June 10 CET

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