
CUSTOMER / USER

Self-service in Telecommunication

(C/U Self-service)

Author: Boban Panajotović

Assistant: Ana Milovanović



Republic Telecommunication Agency

Republic of Serbia

ITU Conference
Beijing, Jun 2007.

Customer/User Self – service in Telecommunication

Scope

- More flexible service choice to Customer/User
- Reduce the service operation cost
- Increase availability of service
- Increase quality of communication between Customer/User and Service provider
- Customer/User Self – help in telecommunication process



APPLICATION

WHERE?

Customer/User Self - service has to be apply in:

- Traditional network and telecommunication
- N G N
- All type of telecommunication and service



Telecommunication and service transformation

WHY?

- Reduce operation cost
- Improve Customer/User experience
- New telecommunication business mode/model

Future service requirements

- Customer/User profile
- Customer/User identification
- Communication: Customer/User – Service provider
- Self-configurable service
- More Customer/User involved service



MAJOR REQUIREMENT

- Self-manage Customer/User profile-identification
- Self-help service configuration
- Self-help trouble shooting
- Self-help billing
- Self-help etc.



To have **Self-service** in telecommunication

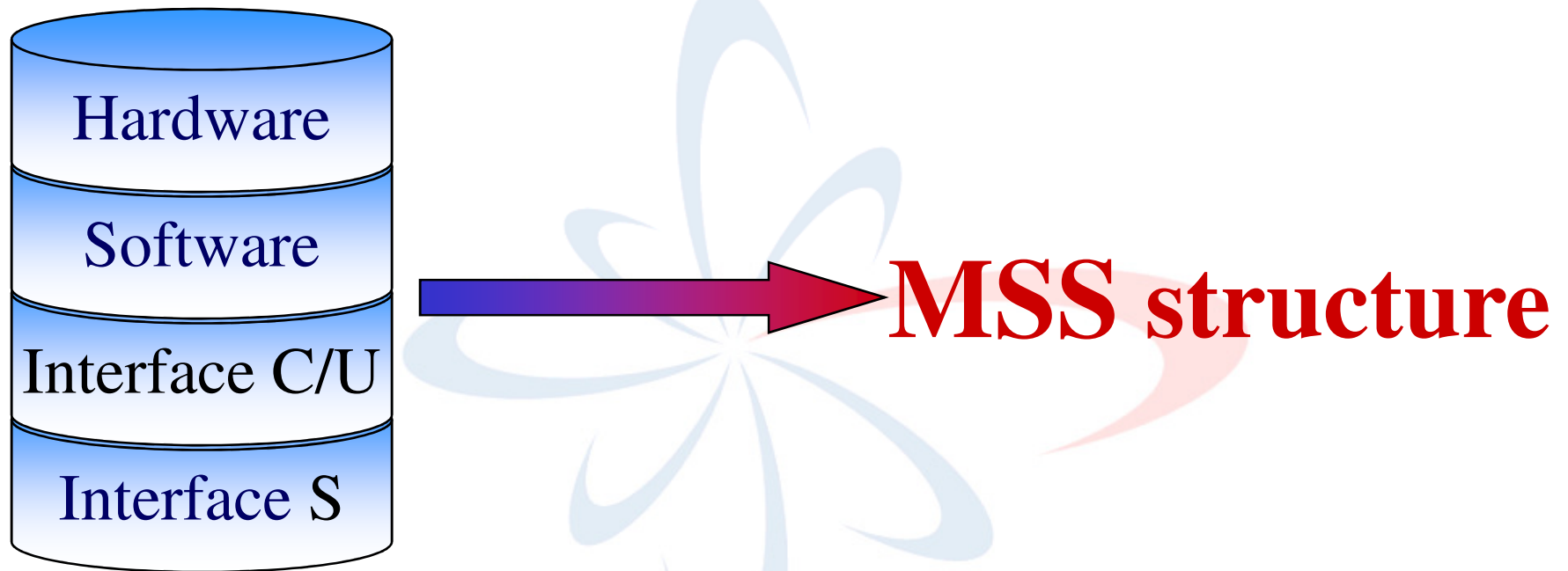
W E have to

DEFINE

***MENAGEMENT SELF-SERVICE
structure***



MENAGEMENT SELF-SERVICE structure



INTERFACE C/U

- Interface from MSS toward Customer/User
- Provide Customer/User universal access to MSS
- Access is independent from type of service
- Accessibility to MSS – high priority
- Data protection – high priority
- Customer/User protection – high priority



INTERFACE S

- Interface from MSS toward Service provider
- Provide MSS communication with Service provider
- Provide via MSS communication C/U – Service provider

Example:

Service = Internet

Problem: service is broken

C/U access: via mobile phone

How: C/U dial *MSScode/personal identification number*

055 / 123456 => MSS menu => Service provider



MSS

Case 1:

Hardware+software

Independent from service equipment

Case 2:

Hardware+software

Implement in service equipment



FINALLY

