

# TELECOM CUSTOMER EXPERIENCE MANAGEMENT

**Leveraging  
Your BSS & OSS  
to Transform the  
Customer Experience**

**NOVEMBER 8-10, 2006 • WASHINGTON, DC**

## **Learn About:**

- ✓ Assuring an Integrated Customer Experience Across Converged Services
- ✓ Moving from a Network-Centric to Customer-Centric Model
- ✓ Achieving a 360° View of Your Customer
- ✓ Best Practices for Customer Lifecycle Management
- ✓ Driving Customer Retention, Satisfaction, Growth, and Loyalty Through Effective Analytical Intelligence
- ✓ Implementing a Customer Data Integration Project
- ✓ Optimizing the Self-Service Web Experience

PRE-CONFERENCE SEMINARS • WEDNESDAY, NOVEMBER 8, 2006

**Introduction to OSS/BSS Systems**

**The Customer Journey: Best Practices in Profitable Lifecycle Management**

**Understanding Convergence and New IP/IMS Services for Non-Engineers**

PLATINUM SPONSOR

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# Why This Conference Is Critical to Your Company's Success

Until recently, service providers' efforts to make the transition from being product-centric to customer-centric has met with a lot of false starts. The problem was not desire, but rather fiscal, organizational and systems constraints.

But with competition hotter than ever, service providers offering more and more sophisticated offerings, and communications services seen by many consumers as a commodity business, ensuring a satisfying and meaningful customer experience at every customer touchpoint and with

every customer interaction becomes the critical competitive differentiator and growth driver. The challenge for service providers is to do this in an integrated, cost effective basis across their product lines.

Join with other marketing, IT and customer management professionals from throughout the communications marketplace as we explore how service provider can and are leveraging their OSS and BSS in order to deliver a superior customer experience.

## About the Platinum Sponsor



Amdocs combines innovative software and services with deep business knowledge to accelerate implementation of integrated customer management by the world's leading service providers. By delivering a comprehensive portfolio of software and services that spans the customer lifecycle, Amdocs enables service companies to deliver an *intentional customer experience*<sup>TM</sup>, which results in stronger, more profitable customer relationships. Service providers also benefit from a rapid return on investment, lower total cost of ownership and improved operational efficiencies. A global company with revenue of more than \$2 billion in fiscal 2005, Amdocs has over 14,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).

## REGISTRATION INFORMATION

### FOUR EASY WAYS TO REGISTER:

- ➔ **BY PHONE:** Call (703) 734-2600 for immediate registration.
- ➔ **ON-LINE:** Go to [www.telestrategies.com](http://www.telestrategies.com) and click on "registration."
- ➔ **BY MAIL:** Complete the registration form and mail to: TeleStrategies, Inc., P.O. Box 4109, McLean, VA 22103
- ➔ **BY FAX:** Complete registration form and fax it to: (703) 734-9371

**Conference Hotel:** The conference will be held at the **Hyatt Dulles**, 2300 Dulles Corner Blvd., Herndon, VA 20171, adjacent to Washington Dulles International Airport. To reserve your room, please call the hotel at 703-713-1234. Mention the TeleStrategies' event to receive the special room rate of \$219/night.

**Payment Information:** Registration fee must be paid prior to event. Send payment with registration. Visa, American Express, MasterCard, Diners Club, company or personal check and wire transfers are acceptable forms of payment.

**Wire Transfers:** To arrange a wire transfer, please contact the accounting department. Phone: (703) 734-7050; Fax: (703) 556-3959; e-mail: [accounting@telestrategies.com](mailto:accounting@telestrategies.com).

**Transfers and Substitutions:** Transfers and substitutions are permissible up to 24 hours in advance of conference date. (Refund restrictions may apply.)

**Cancellations and No-Shows:** If you are unable to attend, there is no penalty if your cancellation is received in writing two weeks prior to conference date. Cancellations after that date are subject to a 25% service charge. Registrants who do not attend and who do not cancel before the conference date are liable for the full registration fee. If the conference is postponed or cancelled, neither TeleStrategies nor Suss Consulting will be responsible for any airfare, hotel or other costs incurred by registrants.

### REGISTRATION FEE:

**Save \$200 by registering before October 12, 2006**

	Before 10/12	After 10/12
<b>Special Service Provider Rate*</b>		
<input type="checkbox"/> Conference Only.....	\$595	\$795
<input type="checkbox"/> Seminar Only.....	\$395	\$495
<input type="checkbox"/> All Three Days.....	\$795	\$995
<b>Registration Fee for All Others</b>		
<input type="checkbox"/> Conference Only.....	\$995	\$1,195
<input type="checkbox"/> Seminar Only.....	\$495	\$595
<input type="checkbox"/> All Three Days.....	\$1,295	\$1,495

\* To be eligible for the special service provider rate you must be a full-time employee of a wireless or wireline phone company, cable MSO, ISP or VoIP provider.

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**NAMES**

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**TITLE** ROOM NO.

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**PREPAYMENT REQUIRED:** (Payment in full is required before attendance.)

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**CARD HOLDER'S NAME (PLEASE PRINT)**

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**SIGNATURE**

**8:00** Registration Opens

**9:00-9:45**

## Transforming a Company, One Customer at a Time

Hear how Russian wireless carrier MegaFon grew and thrived in the highly competitive Moscow wireless marketplace by creating and delivering a compelling customer experience, starting with a world-class CRM system and overall business process reengineering. Within the first six months of its "customer-centricity journey," the company experienced a 30% decrease in system problems per week and reduced the number of customers affected by 60% to 80%, depending on the problem. Churn for both customers and, unexpectedly, for customer service representatives fell dramatically. The company now has a 360° view of its customers and as a result, has amassed more than 4 million subscribers...and counting.

- **Ella Lokshina**, CRM & Customer Operations Director, MegaFon Moscow

**9:45-10:30**

## Designing An Integrated Customer Experience

A satisfying customer experience will be one of the key differentiators in the battle for marketshare in a converged services world. An obvious pre-requisite is an integrated front office, focusing on the issues and interplay between call center, IVR, web portal, and retail channels, as well as the business support systems used for customer management, order management, billing inquiry, trouble reporting, scheduling, etc. Learn how to re-engineer your front office in order to become as competitive as possible. Topics will include front office pain points, business process management, eTOM and enterprise transformation architectures.

- **Robert Bratulic**, Senior Enterprise Architect - Telecommunications Industry, IBM Canada - Global Business Services

**10:30-11:00** Refreshment Break

**11:00-11:45**

## Transforming CRM Theory into Reality through Integrated Customer Information

One of the biggest customer experience challenges facing carriers today is the lack of uniformity, continuity and synchronization in customers' interactions. Hear how leading telcos are solving this problem using advanced techniques, such as: Event-based Communications, Active Decision-Making, Closed Loop Analytics, BPM, Individual Customer Profitability Analysis, and management "Dashboards" to create an Intelligent Enterprise. Case examples from five continents will be highlighted showing true "best practices" that are being achieved.

- **Ron Swift**, Vice-President of Strategic Customer Relationships, Teradata, and author of Accelerating Customer Relationships through CRM

**11:45-12:30**

## Best Practices in Delighting, Listening To, Educating, and Retaining Customers

Customers behave the same whether they're internal or external customers and it is possible to quantify the bottom line implications of their dissatisfaction in any environment. One finding is that customers cause 20-30% of all their own problems. John Goodman, considered one of the founding members of the experience industry, will first outline behaviors and expectations and how the cost and revenue implications can be used to set priorities in a manner the CFO will accept. He will then outline some best practices for preventing and handling problems and why most measurement systems produce frustratingly unactionable data and how to fix them.

- **John Goodman**, Vice Chairman, TARP Worldwide

**12:30-1:30** Hosted Lunch

**1:30-2:15**

## Many Products, One Customer — Getting a Handle on Customer Management

General Communications, a leading provider of voice, video and data service in Alaska, realized that if they wanted to successfully sell converged services, they needed to have an integrated and unified customer experience. Hear how it successfully consolidated its back-office systems, created a single point of customer contact, and enabled a comprehensive view of the multi-product customer. In doing so, it allowed CGI to realize clear market dominance through increased customer satisfaction, successful cross-selling efforts and reduced churn.

- **Jim Dunlap**, Vice President of Information Technology, General Communications, Inc.
- **Alice Bartram**, Associate Vice President, Marketing - Converged Billing Group, Comverse

**2:15-3:00**

## Network Providers' Ace: Leveraging Customer Insight to Improve Loyalty

If a company could provide the services you really wanted, when you needed them most—even before you knew you needed them, you'd likely be among that company's greatest fans. Think of Amazon's almost uncanny tailored suggestions for its online shoppers, or Apple's ability to augment users' lifestyle. As service providers, you have a goldmine of customers' personal information—it's the ace up your sleeve in terms of driving revenue and differentiation and keeping customers on board. Learn how, by leveraging the access medium and knowing the interests of your customers, you can move away from a one-size-fits-all, network-centric model to a more targeted model that results in customers spending on offers and services tailored to them.

- **Lisa Modisette**, Head of Customer Management Service Line, Amdocs Consulting Division

**3:00-3:30** Refreshment Break

**3:30-4:15**

## **Customer Data Integration: One Customer Definition – Multiple Customer Perspectives**

What does “one customer definition” really mean to a complex telecom business? The reality is that your CRM investment isn’t enough if you can’t leverage customer information across multiple business functions like Marketing, Ordering, Billing, Compensation, and Care. Different organizations have different perspectives that don’t always work well within a single CRM framework. A target solution should support every organization’s needs and the interrelationships between the groups (i.e., segmentation, channelization, merger/acquisition/divestiture, legal, customer changes, etc.). Hear what’s required to plan a Customer Data Integration (CDI) project, including: business case development, customer policy development, technology architecture planning, and SOX and CPNI compliance considerations.

- **Darius Vaskelis**, Senior Manager, Cognizant N.A. Communications Group

**4:15-5:00**

## **Beyond the Data Warehouse: Real-Time Offer Management in a Convergent World**

Traditionally, data warehouses have been constrained by slow cycle times and the one-to-many model. In the new converged world, providers need to take into account the customer’s location, segment, service portfolio, propensity to churn, and other personal considerations — and adjust their offer positioning in real-time. This real-time offer management is the key to maximizing the value of each customer interaction. Learn how service providers are applying real-time analytic technologies to dramatically increase sales, marketing, and customer service effectiveness.

- **Steve Bamberger**, Vice President, Communications, Media, and Utilities, Oracle Corporation

**5:00-6:00**

Reception  
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**Friday, November 10, 2006**

**8:30-9:15**

## **Web Self-Service: Getting the Correct Answers to Subscribers – 24x7**

For communications service providers, the adoption of “triple play” represents the ultimate way to increase customer mindshare and protect against churn. Early technology adopters, who are the same consumers embarking on new services like VOIP and IPTV, will greatly benefit from self-service if and only if they can solve their problem, their way, in their own time, 24x7. In this session, the speaker will breakdown the key components of a self-service web experience and how these can be optimized to ensure an enhanced customer experience, including the ability for automated problem resolution.

- **Michael Lehane**, Director of Product Management, SupportSoft

**9:15-10:00**

## **Using Low Cost Solutions to Deliver World-Class CRM**

With revenues in excess of \$800M/year, One Communications is the largest privately held competitive communications provider in the United States. The company is rapidly expanding its IP based product offerings, integrating operations and transforming its network to raise the bar on the customer experience. One Communications’ IT department has been challenged with providing a seamless look and feel for all its customers that both improves its customers’ service and experience while lowering internal costs. Learn how One Communications is using lessons learned combined with open source tool kits and leading technologies (SOA, etc) to optimize their customers’ value chain without breaking the bank or buying expensive off-the-shelf systems

- **Todd Whitenack**, Vice President, Information Technology, One Communications
- **Ed Shanahan**, Partner, Exceleerate Partners

**10:00-10:30**

Refreshment Break

**10:30-11:15**

## **Subscriber-Centric Fulfillment: Extending the Customer Focus from Front Office to Back, from CRM to the Network**

With the concept of “service” evolving into a complex convergence of connectivity and applications, telcos must rethink traditional strategies for service fulfillment. This presentation examines a subscriber-centric approach to fulfillment implemented at NuVox Communications, a rapidly growing, facilities-based integrated communications provider. Such capability has allowed NuVox to extend its customer focus from front office systems into the back office and down to the network, better enabling it to meet the ongoing customer commitment required of dynamic new content services.

- **Keith Coker**, CTO, NuVox Communications
- **Mark Nicholson**, CTO, Syndesis

**11:15-12:00**

## **How to Increase Partner Satisfaction and Your Revenues**

The concept of Partner Relationship Management is gaining increased importance to service providers as revenue from third party content becomes an increasing element of their overall revenue streams. The speaker will describe how to improve your partners’ “experience” by integrating the retail side of content transactions directly with your partners’ revenue settlement. Such a capability enables efficient interaction with your partners, furthering the case for them to do business with you, and through you with your subscribers to offer greater choice, customer satisfaction, retention and revenue.

- **Monica Ricci**, Product Director, Charging & Billing, Intec Billing Inc.

## Pre-Conference Seminars

Wednesday, November 8, 2006 • Attend any seminar of your choice for one price.

### Option 1

9:00 am – 12:00

#### Introduction to OSS/BSS Systems

Customer management infrastructure directly complements OSS/BSS investment. If you don't understand the basics of OSS/BSS systems, how these systems integrate with customer management infrastructure and why operators invest \$B in their OSS/BSS infrastructure, this introductory course is for you.

##### Topics to be addressed:

- OSS/BSS Investment: Economic and business drivers behind spending
- OSS/BSS Overview: Key systems, functionality of each, and industry models
- Basics of pre-ordering, ordering, service provisioning, inventory management, mediation, rating, billing, service assurance and more
- OSS/BSS vendors by market and functionality

##### Instructor:

- **Dr. Matthew Lucas**, Vice President, TeleStrategies

### Option 2

1:30 pm - 5:00 pm

#### The Customer Journey: Best Practices in Profitable Lifecycle Management

In order to succeed in a highly competitive converged communications and media market, service providers must carefully manage the customer journey—every experience from the first point of contact through every interaction in what's hoped will be a long and mutually beneficial relationship. Successfully managing the customer lifecycle means providing a consistent and relevant customer experience across all channels. It's no simple task.

In essence, service providers must deliver personalized, relevant offers and communications to customers at the right time. Your channels must also be "customer aware," meaning they know if an offer has already been accepted, or rejected, from a different channel. In short, a well-managed, valuable customer journey requires a 360-degree view of the customer—and the tools to turn that view into a compelling customer experience.

##### Join this interactive course and walk away with...

- An understanding of the six building blocks for best-practice customer lifecycle management, including how to create and deliver an intentional customer experience
- A framework for achieving a sophisticated level of coordination across the organization to manage the customer journey
- Real-life, practicable ideas and examples for improving revenue intensity, return on IT investment and customer satisfaction

##### Instructors:

- **Lisa Modisette**, Head of Customer Management Service Line, Amdocs Consulting Division
- **Paige Mantel**, Director - Customer Management Product and Solutions Marketing, Amdocs
- **Scott Radcliffe**, Content and Entertainment Specialist, SAS Communications

### Option 3

9:00-4:30

#### Understanding Convergence and New IP/IMS Services for Non-Engineers

##### I. VoIP OVER BROADBAND

**Overview:** VoIP service providers and their business; trading partners and/or wholesalers; and regulatory issues.

**Technology Basics:** Understanding softswitches, SIP, IMS, broadband access, ISP infrastructure, ENUM directories, billing systems, call detail records, and end-to-end VoIP call processing and carrier peering options.

**Convergence and IMS Based Bundling Trends:** Developing VoIP convergence and IMS-based bundling trends; what service bundles will rely on circuit switching; voice vs. information services; VoIP residential vs. enterprise bundles; and likely IMS-based service bundles.

##### II. MOBILE WIRELESS

**Overview:** Market strategies of Tier 1 players, the emergence of content owners as mobile virtual network operators; content aggregators; mobile video players; and new revenue sharing financial and settlement models among content owners, aggregators and mobile operators.

**Technology Basics:** Understanding the new IP convergence and Internet access mobile wireless technologies; mobile TV developments; new unlicensed wireless options; and migration paths to everything over mobile IP.

**Convergence and Bundling Trends:** Developing mobile wireless convergence and bundling trends; all services over the converged IP/wireless channel vs. dual mode operations; service bundles of voice, Internet access and entertainment content/pricing; dual mode Wi-Fi/cellular and wireline/mobile bundles; streaming vs. download video and enterprise/personal bundles; pre-paid content/voice bundles and MVNO vs. MNO service convergences and bundling trends.

##### III. CABLE TV

**Overview:** Approaches to cable telephony, third party VoIP wholesale partners; and regulatory issues.

**Technology Basics:** Understanding cable TV technology; approaches to support cable telephony; and multimedia technology supporting converged IP services.

**Convergence and Bundling Trends:** Developing cable convergence and bundling trends, which services will likely be transported as all IP and which ones will remain on conventional channels, developments in integrated unlicensed wireless voice over DOCSIS modems, delivering IPTV to the PC, impact of peer-to-peer cable networking for VoIP and cable operator as MVNOs and likely service bundles.

##### IV. TELCO TV AND CONVERGENCE

**Overview:** Service provider business models for Telco TV, operations to date, partnership options for programming, and regulatory issues.

**Technology Basics:** Understanding the Telco infrastructure options for video delivery, premises networking, central office upgrading, and how VoIP and Internet access is integrated with TV service.

**Convergence and Bundling Trends:** Developing Telco TV convergence and bundling trends, likely triple play offering for FTTP operators vs. FTTN operators, how will VoIP and IPTV be offered, and other non-telecom service bundles under consideration.

##### Instructor:

- **Dr. Jerry Lucas**, President, TeleStrategies

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