



HELPS YOU TO RUN BETTER

Telecommunications Giant Employs ‘The Doctor Approach’

Telcos are known for leading the digital transformation in customer service experience. As an industry, telecommunications has moved from a technology-focused model (vast signal networks) to a user-centric, service-delivery model (virtual customer care, replacement of legacy systems). It’s a bold industry with a short innovation cycle – another sign of a Process Mining fit.

There’s a significant need to understand the difference between the ideal world (goals, concepts) and the real world (measurable results). To bridge this gap, this telecommunications giant employs “the doctor approach,” or the rule that data scientists not only provide a diagnosis of a problem but the solution as well.

Their doctor approach is based on the quick discovery of process inefficiencies followed by the right managerial structure that empowers these “doctors” to see a problem through to resolution.

Process Mining supports them in detecting process vulnerabilities, freeing up time for process owners to solve problems rather than playing process mapping detective, and also allows for real-time analysis of complex, interdependent processes.

According to a recent analysis, the cost per process order has reduced from \$3.22 to \$2.85 one year after employing the tools and techniques of Process Mining. Additionally, the firm has increased ‘perfect deals’ — internal orders done without any manual rework — from 73% to 93% in two years. By empowering their teams with technology (Process Mining software) and the authority to implement change at the right level, they are firmly positioned in this competitive telco space.