



Three ways to boost customer experience across the 5G FWA journey

White paper

Considered an early use case, the topic of 5G Fixed Wireless Access (FWA) has garnered much industry attention. Ovum (2019) predicts that 5G FWA will account for \$7.4bn, or 29%, of global FWA revenue by 2023. If done well, it has much to offer fixed, converged and mobile service providers alike in terms of acquiring new customers and retaining the ones they have. Mobile operators have an opportunity to offer new home services and fixed/converged operators can improve the home experience with gigabit performance and speed.

Given the high costs of customer acquisition and care, the ability to target the right subscribers and address any service issues before dissatisfaction and churn set in will be paramount to the success of any program. A well-designed 5G FWA service that allows providers to differentiate on customer experience offers a new opportunity to boost brand loyalty.

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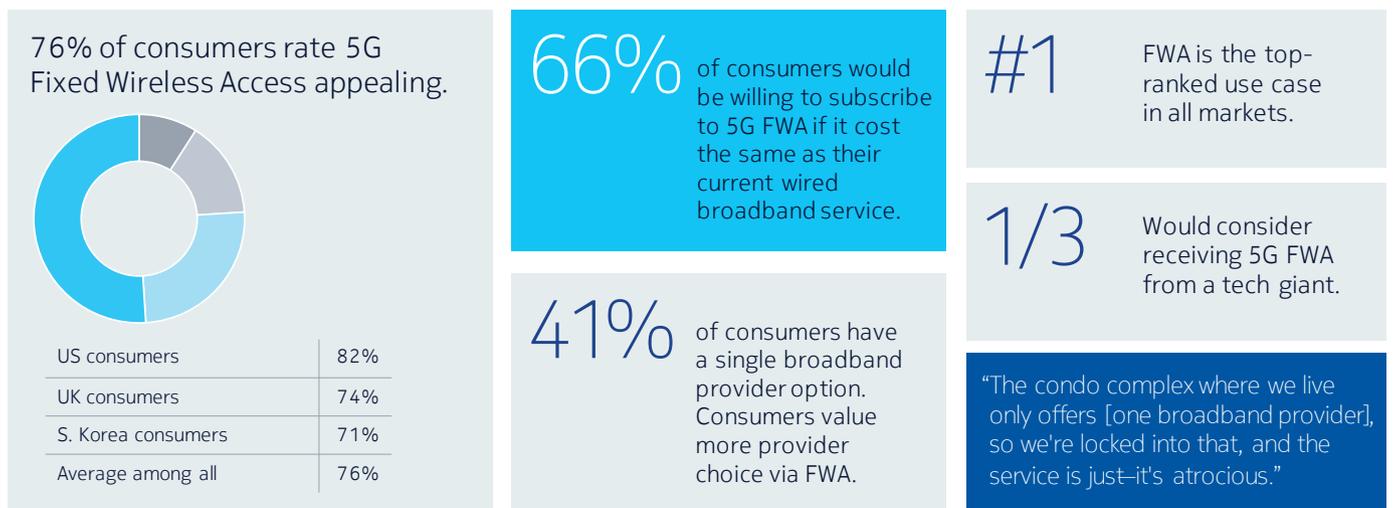
The customer experience factor

Forbes (2019) suggests that up to 90% of companies are competing on experience alone. Gone are the days where the features of a product or service served as market differentiators. Today, 84% of consumers say that experience is more important than the product or service (Salesforce, State of the Connected Consumer, 2019). Adding to the trend, PriceWaterhouseCoopers states in their “Experience is everything: Here’s how to get it right” report that globally, “32% of all customers would stop doing business with a brand they loved after one bad experience.” This number approaches 50% after several bad experiences.

Customer experience is still an area where telecom operators have room to differentiate and compete. According to Analysys Mason (2019), telecom net promoter scores (NPS) are like the utilities and transportation industries and fall well behind those of web-scale companies such as AWS and Google.

Service providers have a new opportunity to differentiate on 5G FWA experience given its broad consumer appeal. Nokia research found that 76% of mobile consumers in the U.S., U.K., and South Korea rated 5G FWA as appealing. Moreover, 66% of consumers would be willing to subscribe to 5G FWA if it cost the same as their current wired broadband service. See Figure 1.

Figure 1: 5G FWA consumer appeal



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5G FWA customer journey

Service providers have a new opportunity to differentiate on experience in three key areas of the 5G FWA customer journey. One is targeting the right subscribers – based on location but also customer profile information. Two is enabling an easy self-install process. Three is how well providers understand the home network and related devices to both proactively avoid service issues and offer quick remediation of those that require agent care. In fact, the ability to manage and proactively resolve issues in the home network, particularly for mobile operations, will be a key element in making the business case for 5G FWA successful. Let’s look at each of these in turn.

Figure 2: 5G FWA customer journey



Targeting the right customers

A successful 5G FWA experience starts with targeting the right customers. This information allows marketing to deliver 5G offers they know they can deliver on. When targeting your competitor’s customers, it may be as simple as knowing you can deliver quality service to an address you don’t currently serve. Service providers also don’t want to target existing customers unless they are a churn risk.

There are two ways to improve targeting. The first is to use what we know about customers from business and network insights. This insight can come from tools like a CRM system, which can help identify subscriber preferences that are relevant, such as self-care. It can also come from scores generated by a customer experience index that provide early warnings of dissatisfaction and propensity to churn.

The other is to use location-based tools to identify the addresses you can serve with a good quality 5G FWA service. Advancements are being made every day that offer advantages well beyond simple line-of-sight calculations, notably the ability to:

- measure the 5G FWA signal propagation to every point with LIDAR – or Light Detection and Ranging – which accounts for the effects of plants, trash bins and so forth
- use an easy and familiar interface for search and navigation
- pull frequent updates to changes in buildings, structures and landscapes without the need to wait for a yearly refresh
- customize views in 3D, apply multiple KPIs such as coverage and usage and share these views across multiple team members

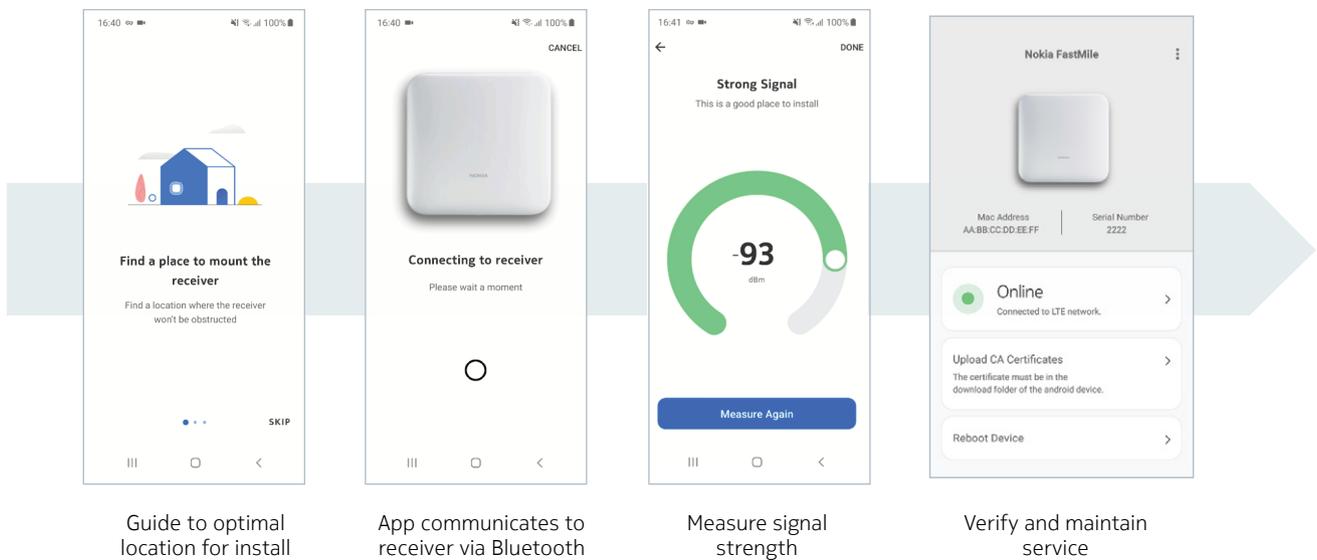
Combining location tools and CRM profile information offers providers a way to minimize the number of “false positives” and meet efficiency and satisfaction objectives.

Offering an easy self-install

Many customers prefer do-it-yourself installation over scheduling a 4-hour window for a technician visit. Zero-touch activation, installation and verification are key elements to offering a simple user experience and minimizing truck rolls. It also helps to reduce the number of devices returned. Up to 65% of the fixed broadband home devices returned have no faults (Nokia data, 2019).

Self-install can be enabled by vendor apps tied to 5G gateway solutions or operator apps. Both can equally be supported by device management and analytics monitoring applications to ensure proper equipment placement and post installation performance.

Figure 3: Guided installation of Nokia FastMile receivers



Customer care and upsell

One of the largest challenges providers face is meeting customer expectations for a reliable home experience. Customers' expectations for FWA will be quite different to the mobile broadband experience, where dropped calls and compromised internet are accepted downsides. They are less willing to accept a poor home experience, especially if they can buy an FTTH or xDSL based alternative from a competitive service provider.

Figure 4: Poor home Wi-Fi performance effects your business

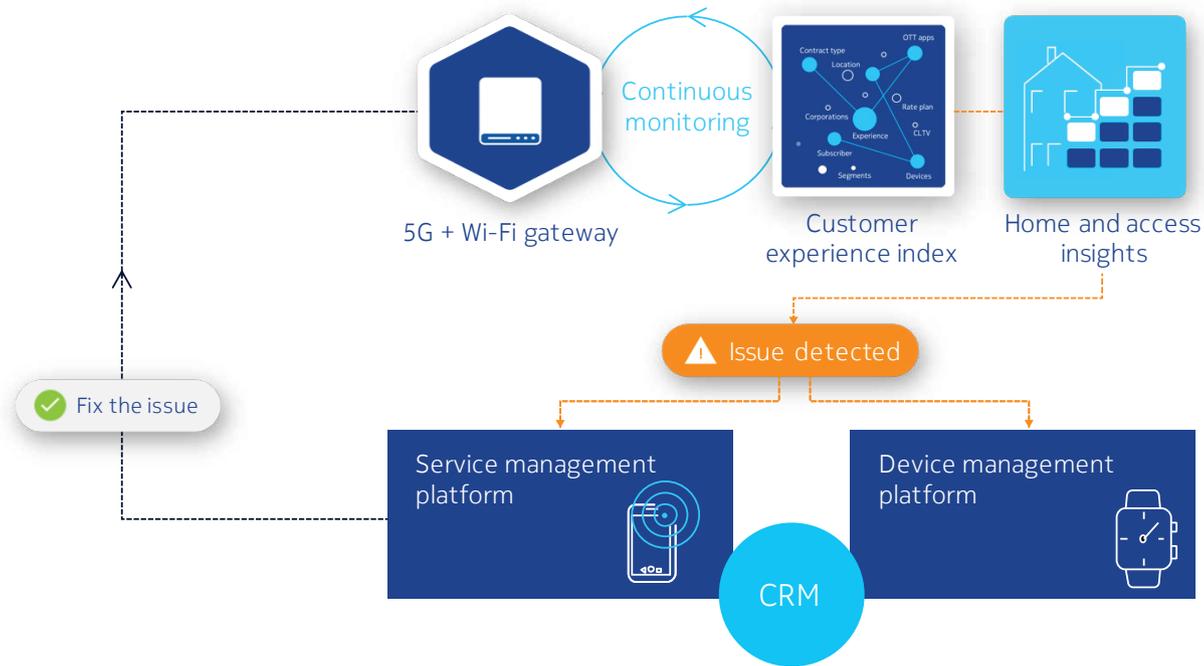


The home network also becomes an increasingly important part of the overall 5G FWA service bundle. Like fixed broadband alternatives, customers may be quick to blame the 5G access for an issue that in fact originates in the home, especially when it is first implemented.

With 5G FWA, several care elements come into play. For example, proactive monitoring of the home network and related devices can resolve issues before a customer even notices them. This can be achieved through a combination of home, mobile and device insights that provide early indication of issues and proactive recommendations for resolution.

Should an issue require agent attention, these insights can be fed into an automated troubleshooting workflow that combines the network and device insights with machine learning based algorithms to offer agents next best actions that provide fast issue resolution and lower agent and customer effort.

Figure 5: 5G FWA customer care marketecture



Finally, home and network insights and customer care information can be combined with CRM profile information to support upsell opportunities. For example, a subscriber purchases 5G FWA but it’s not enough to support her heavy gaming consumption. She could still be proactively notified of an issue, but an offer for a premium package with low latency may be suggested with a simple click to buy. In this way, providers can proactively engage with subscribers for issue resolution and upsell, linking marketing, sales and service across their journey.

ROI advantage

Offering a great 5G FWA experience can have a positive effect on all aspects of the business. This is most notable in customer care, which typically drives the most cost in relation to managing issues proactively to reduce inbound calls and eliminating truck rolls. Managing the home network and having tools and insights to do so proactively will be essential for the business case to work.

Table 1: 5G FWA return on investment – customer journey

| Value driver | KPI improvement |
|----------------------------------|--|
| Targeting | <ul style="list-style-type: none"> • Faster time to market • New customer acquisition • Truck roll avoidance • Customer satisfaction |
| Self-install | <ul style="list-style-type: none"> • Truck roll avoidance • Inbound call deflection |
| Proactive monitoring and support | <ul style="list-style-type: none"> • Call avoidance • Customer satisfaction |
| Device maintenance | <ul style="list-style-type: none"> • Equipment returns • Proactive firmware updates |
| Agent care | <ul style="list-style-type: none"> • First call resolution • Average handling time • Escalations |
| Customer satisfaction | <ul style="list-style-type: none"> • NPS • Churn |

Considering 5G FWA from these customer journey vantage points enables a holistic subscriber centric view with measurable KPIs attributed at each touch point.

Conclusion

Differentiating 5G FWA service based on customer experience can give operators an edge in the market. Success will depend on the ability to connect various insights, systems and processes across the journey that enable a consistent and positive experience for customers and ensure that service providers meet their acquisition, retention and cost objectives.

Please refer to this customer care [technical white paper](#) if you would like more information how Nokia can help you offer a better 5G FWA experience.

About Nokia

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