

MOBILE TELECOM PROVIDER IMPROVES SERVICE FOR ONLINE CUSTOMERS

CUSTOMER



中国移动通信
CHINA MOBILE

www.xj.chinamobile.com

INDUSTRY

Telecommunications

CHALLENGE

Xinjiang Mobile is part of the giant China Mobile telecommunications group. It was facing significant issues with its online business center, relying on customer complaints after the fact to solve problems and improve the quality of service. The mobile telecom was seeking improved monitoring, in order to proactively identify and resolve problems encountered by its end users — before they complained.

RESULTS

- Proactively identify problems with online transactions
- Early problem detection to avoid or minimize damage
- Quantify and visualize service quality and end-user experience
- Monitor the quality of online service from the end user's perspective
- Prioritize business impacts according to levels of importance or urgency



BUSINESS CHALLENGE

Xinjiang Mobile is part of the giant China Mobile telecommunications group. Following the strategy of its parent company, it has an online business center for the purpose of upgrading its image and core competitiveness. Considering the natural convenience of an online business operation, together with the widely dispersed population of its service area, Xinjiang Mobile knows that it is in a strategically significant position to provide simple, high-quality service to its online business users. The challenge it faces is how to keep abreast of the real needs of users and proactively provide them with better service.

Like other online business centers, Xinjiang Mobile previously relied on customer complaints to solve problems and improve service. Xinjiang Mobile made the decision to review the requirements and expectations of customers who were saying the telecom needed to improve problem resolution to enhance the quality of service being delivered.

That was not an easy task. While it was not difficult to optimize and manage the network, accurately and comprehensively understanding the customers' needs and experiences was a different story. Several of the challenges in this area included:

- how to quantify and visualize user experience
- how to relate applications and IT infrastructure to business operations
- how to generate alerts when a problem arises and anticipate the impact on customers and the business
- how to achieve end-to-end performance management, effectively locating problems and solving them at the lowest cost
- how to record user behavior, react when a user complains and tackle problems
- how to set system optimization priorities.

To address these concerns, Xinjiang Mobile needed to set aside its reactive approach. The mobile telecom needed to proactively identify users' needs and aggressively search out all possible faults, in order to minimize the negative impact on customers.

SOLUTION

These challenges led Xinjiang Mobile to realize that it needed a solution for comprehensive user-experience management, to improve the availability and performance of its online business center, based on user feedback. After an extensive survey and evaluation, Xinjiang Mobile chose Compuware Gomez (formerly Vantage).



With Gomez, Xinjiang Mobile can monitor every transaction in real time. Gomez's end-user monitoring capabilities help manage the mobile telecom's web site, enabling the site to be an effective channel for revenue generation and customer care. Xinjiang Mobile does not monitor average user experience alone, but also monitors all customers' real experiences, such as how many times a certain page is refreshed and how many times users experience a slow response time. If a customer calls the service center, technical staff can easily check all the web records of that customer, which makes it possible to quickly and easily identify the real problem, avoiding any serious business impact.

“We used to have a passive approach to improving our online business service, based on feedback from customers. Now with Compuware Gomez, we can proactively identify and solve problems, providing customers with high-quality and convenient services.”

— Li Qi, General Manager for Business Support Center, China Mobile, Xinjiang Branch

RESULTS

With Gomez, Xinjiang Mobile can monitor the actual user experience of every online user, analyze and improve the availability and performance of its online business center from a user's perspective, and thus enhance customer satisfaction across its business.

“We used to have a passive approach to improving our online business service, based on feedback from customers,” said Li Qi, General Manager for the Business Support Center at China Mobile's Xinjiang Branch. “Now with Compuware Gomez, we can proactively identify and solve problems, providing customers with high-quality and convenient services.”

Xinjiang Mobile can now comprehensively and accurately identify the number of online users and the performance of its online business; understand the type and number of web pages that refresh slowly; analyze each user's experience; plus, locate faults on the front-end or back-end servers. When something goes wrong with business performance or individual pages, Gomez immediately alerts the system administrator. Xinjiang Mobile can now track user transactions based on location, as well as which pages the user has visited. This process allows the telecom to identify root causes and prioritize problems based on business impact.

Further, Gomez provides Xinjiang Mobile the means to optimize performance and quickly perform fault diagnosis on its online business center system. In addition, Xinjiang Mobile can now:

- be alerted and identify when users encounter problems with the online business center
- quickly isolate performance problems between network or back-end servers and provide information for technical support on troubleshooting, identifying faults and reducing correction time
- quantify and visualize service quality and end-user experience to prioritize and address issues quickly
- improve the efficiency of fault diagnosis and problem-solving
- identify transactions, geography and number of affected users to optimize the time to resolution.

With its use of Gomez, Xinjiang Mobile has improved its online business center operation to be proactive in solving performance problems for its online customers. Now, Xinjiang Mobile can plan for customers ahead of time and seize the initiative to improve service quality and customer satisfaction.

To learn more about Gomez, please visit:

compuware.com/gomez

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