

Overview

In this age of falling ARPU, increasing churn rates and ever increasing operational costs for the operators there is an ever increasing need for driving the focus toward the value added services, so as to create the stickiness reducing the customer churn as well as increasing the ARPU by offering entertainment, information and other need centric services. With a plethora of such value added services, the challenge is now to get the efficient discovery and consistent, error free delivery of these services to the end subscriber, in order to create the best and consistent user experience. Achieving this objective involves providing error free and personalized delivery of the services and offering personalized services to the end subscribers. The requirement is to provide monitoring, not just at the node but at the service module level; knowledge base management that enables all the necessary information related to customer and vendor SLAs, service deployment details including hardware, third party software, applications, connectivity, respective touch points etc; comprehensive debugging tools that can collect the necessary logs from various interacting modules in real time or at the time of problem; an alarm system that reflects the status of the service and upon breaching pre set thresholds, sends alert over diverse channels to the concerned persons; a flexible framework for creating highly customized MIS reports that help in service and subscriber segmentation to increase the uptake and thus the revenue.

Netxcell's answer to this call is the VAS support system that offers all the above requirements in a modular and customizable way. This is considered as the single window of support philosophy that is underlined in all the Netxcell managed service offerings.

Features

- Web based front end for the support platform that allows user management and maps the information consolidated into the platform on an ACL basis. The front end presents the relevant information to the user; be it a pictorial representation of the deployed services or details of the customer and / or vendor SLAs
- Knowledge Base Management module that keeps every information related to the service deployment like pictorial view with exact connectivity details, hardware sizing and threshold for expansion planning, escalation matrix for the customers and vendors, hardware and software warranty and AMC related information, spare part related information etc. at the finger tips of the user.
- Monitoring Module that gives a pictorial, color coded representation of the state of the service, broken down at the application module levels. Has the ability to create warning thresholds that help monitor current usage of resources against the provisioned resources, any queue buildups resulting into slowing of the service or impending disruption, network reachability of the external nodes that are required to be interfaced with for service operation etc.
- Debugging Module that links with the monitoring module to capture real time or historical logs from the application modules to debug issues. It provides flexibility to present log windows of several modules simultaneously
- Input Output Module that presents diverse options for presenting the relevant alert or information or report that can be delivered either in a scheduled way or can be pulled from the web interface
- Trouble Ticketing Module that integrates with the debugging module for easy trouble ticket generation and follow-up.