



# Maintaining competitive advantage through innovation in Telco

The Telco industry is today facing many challenges, from competitive threats to changing customer expectations. Communication Service Providers (CSPs), such as cable and fiber networks operators, telecommunication companies and Internet service providers are looking for innovative solutions, to optimize field service operations and improve customer expectations.

## FOUR EMERGING BUSINESS TRENDS FOR CSP'S

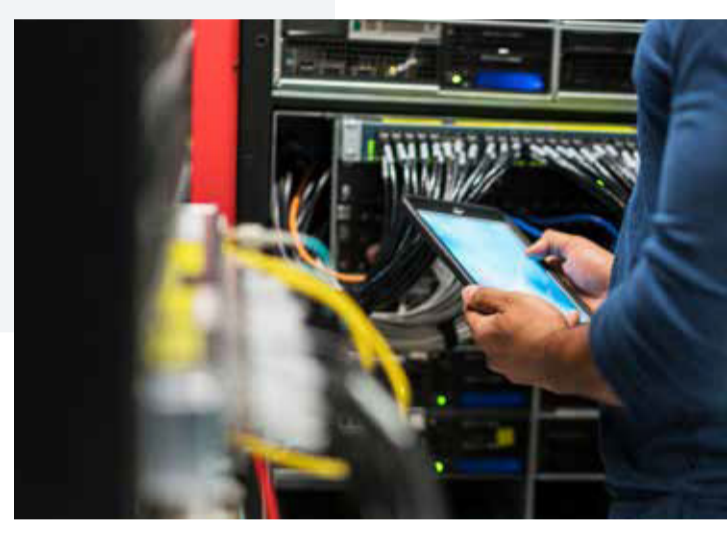
- Field agents very often are third party contractors
- Jobs remotization due to travel restrictions
- Knowledge distribution among field crews
- Intelligent customer service with cross-sell and up-sell

## THREE EMERGING CUSTOMER EXPERIENCE TRENDS TELCOS MUST CONSIDER

- End customers are often Millennials expecting a next-gen service and user experience
- Minimize techs on-site visits due to current safety concerns
- 90% of end-customers own a smartphone
- Smart engagement (Uber-like features and prompt response)

## INDUSTRY CHALLENGES

Management of complex infrastructure projects concerning the creation of new networks and large investments in new technologies (e.g. optical fiber, 5G)



Optimization of the whole customer service cycle: appointment arrangement, compliance with SLA and maintenance contracts, subcontractor engagement, B2B and B2C customer satisfaction

Efficient and timely management of any critical assets, through remote inspections and interventions as well, with a direct impact on profitability



## SOLUTION

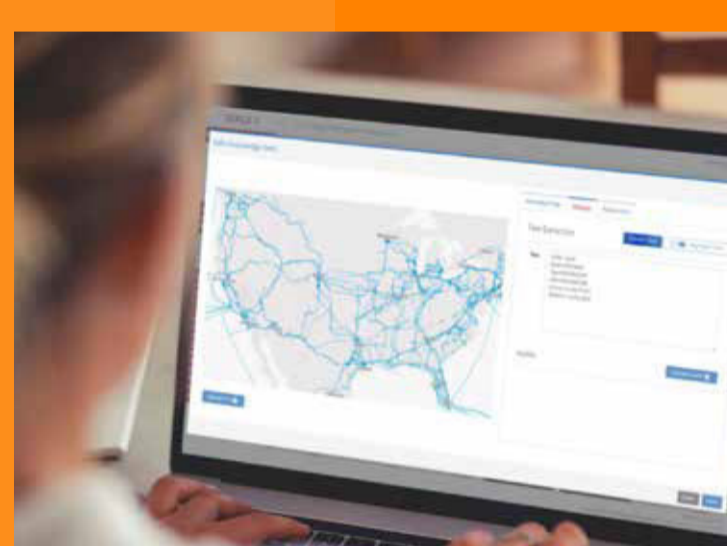
**OverIT Next-Gen FSM Platform is powered by Augmented Reality and Artificial Intelligence, offers a verity of features to help Telco operators in the global market. The solution delivers the best customer experience for both B2B and B2C customers, simplifying onboarding and troubleshooting, while helping reduce costly truck rolls.**

### ON - BOARD

Organize activities and train technicians before going out on the field.

**AR network visualization:** use of the Platform GIS app to visualize the linear elements (underground network, fiber) and point elements (buildings, PTE) of the Company network in Augmented Reality.

**Network redesign:** use of the ESRI/GIS web app for 2D visualization of the Company network, with features like redlining, annotations and redesigning of some elements of the network (e.g. the PTE door).



### ON - SITE

Assist and guide physically separate workers, even hands-free, leveraging AR-features and digital work instructions.

**Remote assistance:** enabling AR see-what-I-see collaboration features to support field technicians in their daily tasks.

**Remote inspection:** creation of virtual meetings with the end-customer for the processing of Assurance tickets (e.g. network maintenance activities), as a preventive solution to the customer's home visit.



### ON - GOING

Leverage ML-driven knowledge management to capture, enhance, redistribute expertise and drive continuous improvement.

**Knowledge Management:** provide field technicians with just-in-time knowledge in order to carry out interventions on the network.

**Continuous improvement:** leverage frontline employees who have the richest insights on how tasks need to be performed for capturing their perspectives and best practices.



## Benefits of OverIT Next-Gen FSM Platform

**Leveraging Augmented Reality and Machine Learning to support frontline workers during maintenance, inspection and repairs in Telcos**

- Engage subject matter experts with relevant expertise in a specialized job, task, or skill
- Accelerate ramp up times for new workers, narrowing the skill gap
- Enable organizational learning and knowledge transfer
- Empower frontline workforce with hands-free collaboration
- Drive productivity, safety and quality improvements
- Improve customer retention thanks to uber-like features powered by ML
- Establish cross-sell and up-sell opportunities with end-customers

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