

---

# ***Ericsson's Customer Services***

---

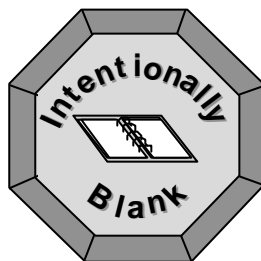
## **— *Appendix E* —**

This appendix is designed to provide the student with an overview of the customer services which Ericsson offers for cellular network operators.

### **OBJECTIVES:**

Upon completion of this chapter the student will be able to:

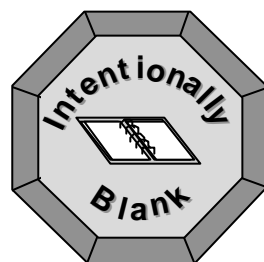
- Identify and describe Ericsson's customer services



# **B: Ericsson's Customer Services**

## **Table of Contents**

<b>Topic</b>	<b>Page</b>
<b>INTRODUCTION .....</b>	<b>369</b>
<b>CUSTOMER SERVICES .....</b>	<b>370</b>
<b>SERVICE EXAMPLES.....</b>	<b>370</b>



## INTRODUCTION

Ericsson's services for network operators enable operators to maximize the benefit of their investments in technology and to increase long-term cost-efficiency and competitiveness. Together with the operator, Ericsson analyse the operator's activities, processes and expertise, and plan programmes that complement and enhance overall operations. The scope of the analysis is adapted to the status of the operator organization.

New operators, as well as established operators who are taking on new roles or branching into new markets, are supported by solutions that speed up roll-out and minimize financial risks. For these operators, a complete business analysis might be necessary. Established operators might require help in optimising and fine-tuning specific parts of their organizations and networks.

The customer service offerings are part of a concept for integrated service solutions tailored to fit the needs of individual operators. Service solutions cover every phase of network development, from initial planning to ongoing operations. By means of the customer services program, Ericsson ensures that the complete network - not just traffic-carrying functions, but also billing and customer care - are up and running from the very start, thereby facilitating a rapid flow of revenue.

The services, which apply to all major digital and analog technologies and standards, include advice on network performance and planning, and hands-on operation and maintenance.

The long-term objective of the service commitment is to make operators more successful by:

- Reducing time to market
- Cutting overall cost
- Improving service order activation
- Ensuring more efficient customer care

## CUSTOMER SERVICES

The Ericsson service portfolio for network operators comprises four service areas:

- **Professional services:** for helping operators to plan network and business operations
- **Implementation and integration services:** for helping operators to implement and install nodes or networks
- **Maintenance and support services:** for helping operators to operate and maintain networks and end-user services
- **Customer training:** for helping operators to establish and develop necessary competencies

## SERVICE EXAMPLES

### Business Consulting

For operators tackling new market sectors, Ericsson assists with the development of business plans and marketing strategies. Output can include recommendations on processes, organizational structures, and business support systems.

### Network Design

Network design involves planning a network that will support the operator's business plan. The output is a complete technical solution and network design plan.

### Network Implementation and Integration

This service involves building a new network or enhancing an existing network, integrating multi-vendor equipment and systems, including installation and commissioning. The output is the handover of a fully-operational, fully-tested network.

### Competence Development

Within this service, based on training needs analysis, training and certification is undertaken to meet agreed competence goals. The result is staff which are competent to handle the network.

## **Network Support**

Network support offers day-to-day operational support, with backup from global response centers, to ensure continuous, smooth, profitable network operation. The result is a network that meets key network performance parameters agreed at the outset.

## **Network Performance Improvement**

With this service, Ericsson offers to analyze the performance of an existing network, leading to improvement recommendations and implementation. Result is improved coverage, capacity, efficiency and reliability.

## **Network Management**

Network management offers a network management solution that is tailored to the operator's business plan, general strategies and available resources. It can combine Ericsson resources with the operator's in-house organization, or Ericsson can undertake complete operation of the network on behalf of the operator.

