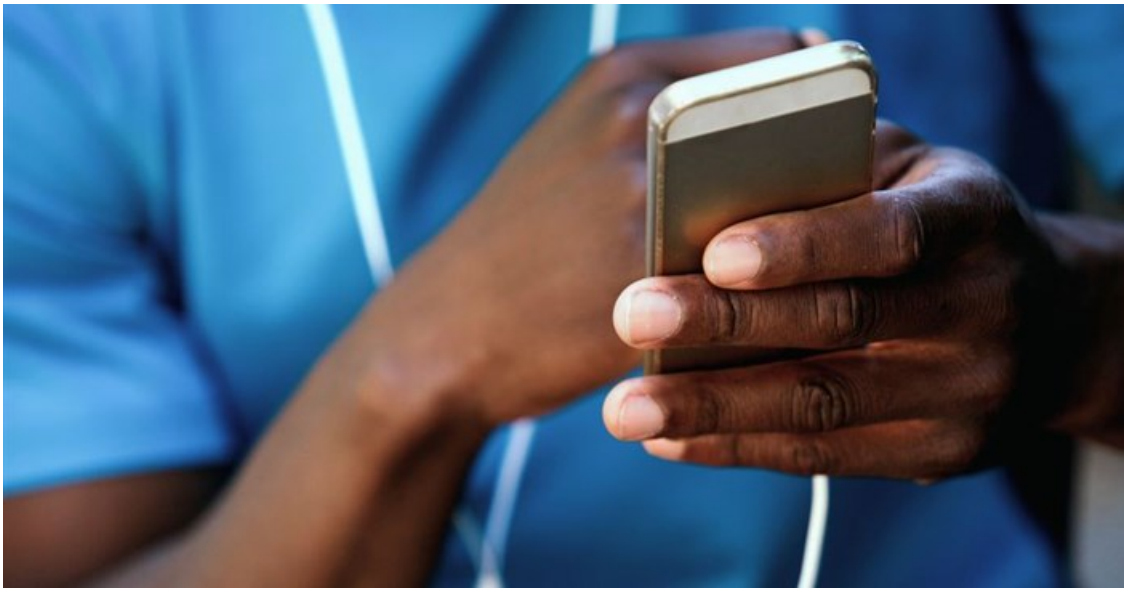
Nokia to help MTN Nigeria drive transformation to customer-centric operations

Nokia has been appointed to assist MTN Nigeria to drive its transformation from network- to customer-centric operations and improve the experience for its 52 million customers.

Nokia's customer experience management (CEM) solutions deliver automation and intelligence to help service providers operate more efficiently and seize new business opportunities while ensuring subscribers receive the maximum benefit from their services.



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MTN Nigeria is the first service provider in the region to deploy Nokia Cognitive Analytics for Customer Insight (formerly CEM on Demand) with Nokia Service Quality Manager (SQM) software. Powered by machine learning algorithms, Nokia Cognitive Analytics for Customer Insight software provides a complete view of customer satisfaction, revenue, and device and network performance. When combined with Nokia SQM, which provides a holistic picture of service behaviour and performance, MTN Nigeria will reportedly be able to speed the identification of service issues, like poor voice call and data session quality, and prioritise improvements based on customer and business impact.

The service provider will also leverage the global expertise of Nokia Analytics Office Services to facilitate its transformation to a customer-centric business. It will enable MTN Nigeria to maximize the benefits of Nokia software, accelerate the transformation process and adopt new advanced capabilities, such as data science and automation.

By deploying the solution with several use cases including VIP monitoring, roaming insights, churn diagnostics, Net Promoter Score (NPS) improvement, and others, the operator aims to deliver a higher level of service quality and improved customer satisfaction while increasing its NPS and reducing churn.

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