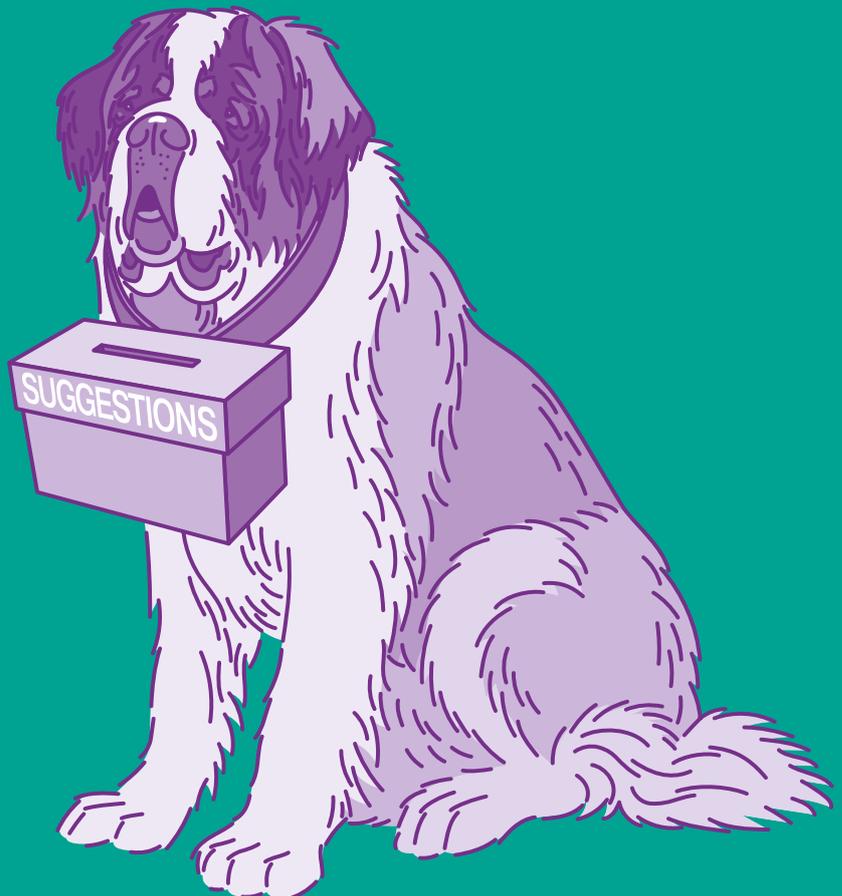
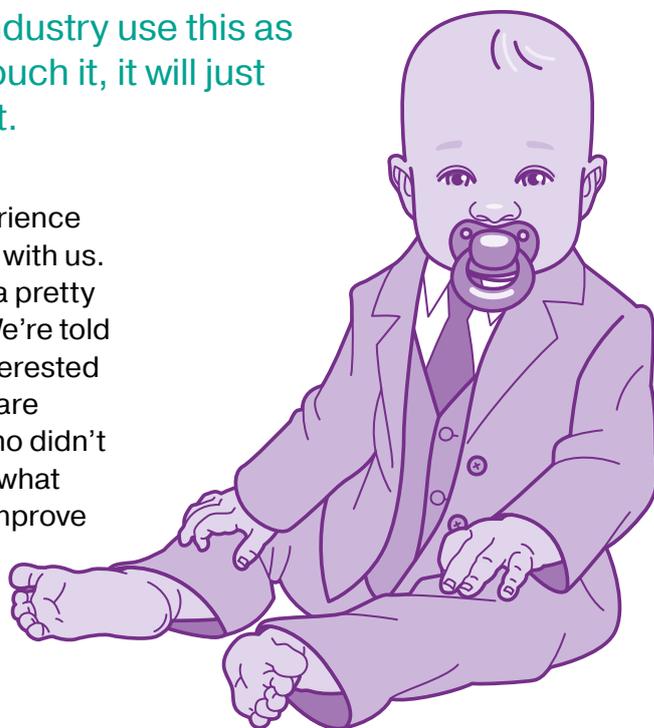


WHAT YOU TOLD US AND WHAT WE'RE DOING ABOUT IT



Nothing in our industry ever gets old – it never gets the chance. There's always new technology around the corner and new ways of using what we have. Some in our industry use this as an excuse, "as long as it's working, don't touch it, it will just be replaced anyway". But we don't buy that.

In late 2014, we carried out our annual customer experience (CX) survey to better understand what it is like to work with us. So how did we do? Generally, you told us we're doing a pretty good job. Our average net promoter score was +34. We're told it's a very good score for a carrier. But we're not so interested in that. Our aim was to find what we can do better. We are more interested in the outlying results – customers who didn't have the experience they hoped for. We want to know what happened, what went wrong, and what we can do to improve it. But enough about us, let's talk about you.



See the sunshine through the cloud

You told us: You want faster delivery times.

What we're doing about it: We're putting our systems into the cloud – all of them.

To give you more accurate delivery times and live up to our promises, we are currently in the process of streamlining and integrating our backend systems. As with any IT project, we have experienced a few teething problems along the way. Although our average delivery times remained constant during 2014 (despite a 40% increase in volume), there have been a few exceptions that neither you, nor we, were happy about. For those affected, thanks for your patience. You will be pleased to know we are entering the final stages of this change now and you can expect a more consistent experience from us.

Data you can see right through

You told us: You want better visibility of what's happening.

What we're doing about it: We're developing a new customer portal.

It will give you all the information you need. In detail. In real time. It will also make it easier for us to support you. At the moment, we've got all the data in the world at our fingertips – but in several separate applications. By bringing these together in our cloud project, we will be able to provide you with all the data you need via your own customer portal. This will speed up quoting, order taking, maintenance, troubleshooting, and even dismantling.

We want to build this portal with your help. So don't be surprised if you are contacted for your input or asked to be part of the pilot.

Same same – but different

You told us: You want more consistency when talking to different parts of our company.

“I’ll take this one. For you to deliver a great end user experience, we must give you a great customer experience. It’s that simple.

We are proud of our customer culture, but we need to make it more consistent across our whole organization. We need to be fast, flexible and easy to do business with every time. That’s why I have made CX a priority for everyone in the company.

We’ve established a CX team to drive this internally and have made CX part of everybody’s role description. To support this we are providing the resources and structures everyone needs to consistently deliver a great customer experience.”

Brendan Ives, CEO, TeliaSonera International Carrier



Stay on the line

You told us: You want more follow up to make sure new services work as they should. What we’re doing about it: No problem. From now on, we will follow up delivery handover with a short feedback survey.

This will check that you are satisfied with the service and identify any issues that need fixing. Whether it is through these delivery feedback surveys, our larger scale customer experience surveys, or feedback via your account managers; what you tell us is central to understanding and improving your experience. We always appreciate what you have to say.

Make it more about you

You told us: You want solutions adapted to you, not solutions you need to adapt to.
What we're doing about it: We're changing the way we support your business.

We are segmenting the different industries we serve so we can tailor our services to your specific needs. It will change how we package services, how we deliver them and how we communicate and interface with you. We have appointed dedicated segment managers to better understand your world and translate this into tangible, you-focused solutions.



Lose wait – add fiber.

You told us: You have markets where the demand is there, but nobody's got the backbone to meet it.
What we're doing about it: Hold on, we're on our way. We're committed to continuing to expand our fiber backbone.

That's our core business and we're sticking to it. We have added over 18,000 km of fiber to our backbone since 2012 and we are planning a lot more.

Robots can't answer questions

You told us: This is one of the things that is most important to you. When you contact us, you want immediate answers to your questions.
What we're doing about it: We put problem solvers in the front line. Now we're sending our managers to learn from them.

This is important to us too. When you contact us, your first point of contact is someone who is qualified and certified to help. It means we solve 80 % of problems at the first point of contact. But we want to keep improving that. We hold customer care in very high esteem. One reason our customer care team are so well qualified, is that we use it as our nursery. It is the entry point into our company for a lot of people. They start off in customer care and move in different directions from there. We think it's an important way to make sure we understand our customers. And so we don't forget it, we make sure all our managers take the opportunity to spend time sitting with our customer care representatives and staying in touch with our customers.

Less is more

You told us: You're being squeezed. You need to do more with less and for it to take less effort to manage.

What we're doing about it: We hear you. You can't meet exponential demands with linear solutions. That's why we are developing scalable, managed solutions mapped to your needs.

They will give you greater control and be easier to manage. Here are three of the latest examples:

Own the experience, outsource the hassle Optical Private Network (OPN)

Our managed OPN redefines what it means to own the network. It is a fully outsourced, high capacity optical service that gives you full control of the end user experience. We provide you with dedicated capacity on our backbone and manage it end to end. You decide how you want to use it.

[Learn more](#)

Raise your voice New Voice Platform

We have started rolling out our next generation Voice platform. Not only is this clear proof of our ongoing commitment to the voice business (if anyone was doubting it), it will also deliver an easier and more reliable experience for our voice customers all over the world. From late 2015, we will also be introducing new capabilities and features to let you deliver an even better service.

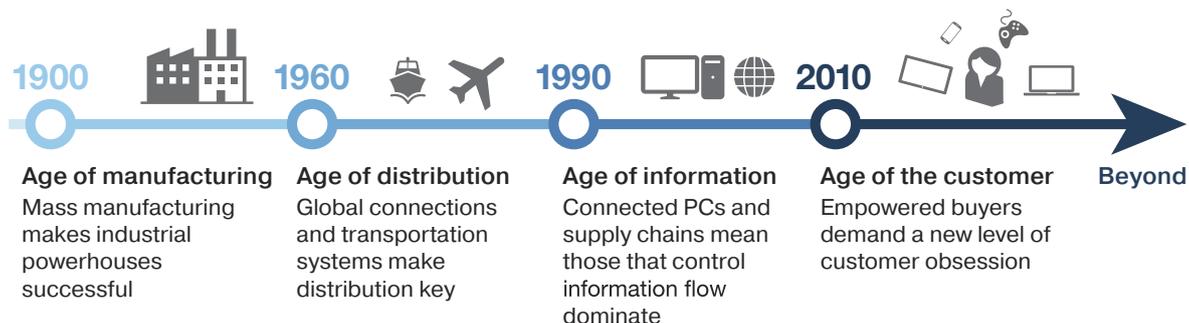
Give them the world Cross border 4G / LTE connectivity

Our Diameter Roaming eXchange (DRX) is the industry's first fully managed and hosted cross-border LTE / 4G roaming service. With sensitive web-based data monitoring and analysis tools; mobile operators can ensure seamless 4G/LTE quality for end users roaming internationally – without the need for CAPEX investment.

[Learn more](#)

How we are turning PoP culture into customer culture

This is the age of the customer – but we don't need to tell you that. A few years ago, end users were still so impressed with the Internet, it didn't matter if it didn't always connect. Today, things are different. There's no such thing as online life any more, just life. You need to deliver a great end user experience that never goes down. And we need to give you a great customer experience to help you do it.



Our approach is simple: listen and take action. But for actions to lead to a great customer experience every time, they need to be consistent – and that takes a structure. We are using the Forrester CX maturity disciplines to structure our approach to customer experience.

Putting these disciplines into action, our strategy is built on understanding the experience our customers want. That’s why our customer surveys are important. They also shape the way we design the experience we want our customers to have.

The Six Disciplines of CX Maturity

Define the right experience.



Consistently deliver and improve the experience.



Forrester Research, Inc., Customer Experience Maturity Defined, January 2014

Governance is essential to ensure that everybody is part of the process. Because it is a priority at management level, employees have the support they need to build an even more customer-focused culture. And so that we can track our progress and keep improving, we measure what we do regularly and systematically.

At the end of the day, it’s all about you.

We’d like to thank everyone who helped us with our customer survey and encourage you all to share your experiences next time round. But you don’t need to wait till then. If you have any thoughts on how we can improve your experience; talk to your account manager, send us a message, or find us online. We’re always pleased to hear from you.

#TeliaSoneralC

