

TURNING THE TIDE WITH SUPERIOR CX: BELFAST TOPPING THE CHARTS IN VOICE QUALITY IN THE UK

Business Challenge

A renowned UK-based telco faced significant customer experience (CEX) issues in its key operational areas:

Belfast

Despite its importance, Belfast was the client's worst-performing city due to persistent network inefficiencies. Gaps in partner accountability, contract scope, and internal resource constraints made it challenging to identify and implement solutions. The city's poor network performance threatened the client's reputation in the region.

London

As a major business hub, London had the highest customer expectations. The client faced mounting pressures to maintain its #1 position in voice quality, especially with competitors narrowing the gap.

M8 Motorway (Edinburgh-Glasgow)

Performance degradation and coverage gaps along the critical commuter route between Edinburgh and Glasgow posed challenges to maintaining service quality on transport infrastructure.

Overview

This telco has been a market leader in the UK's telecommunications industry for several years. However, rapid growth, shifting customer expectations, and infrastructure demands in strategic locations, such as Belfast, London, and key commuter routes, led to pressing challenges. To sustain its market leadership and customer satisfaction, the telco partnered with Cyient to implement transformative network performance solutions.

The Cyient Solution

To address these challenges, Cyient implemented a comprehensive, data-driven solution tailored to the client's needs:

Belfast Transformation:

- Conducted a proactive feasibility study and network auditing using VISMOM Manager, identifying severe customer experience issues.
- Executed detailed network trials and launched performance improvement programs.
- Became the first entity to take full responsibility for Belfast's network, ensuring focused analysis and targeted enhancements.

London Voice Quality Leadership:

- Applied proven strategies from Belfast to optimize London's network.
- Aligned improvements with the client's goals, strengthening voice quality and reliability.

M8 Motorway Upgrades:

- Cyient's subsidiary, Celfinet conducted regional analysis to address performance gaps on the Edinburgh-Glasgow M8.
- Analyzed coverage, quality, and reliability, implementing actionable strategies that improved M8's network and informed upgrades across other transport routes.

Ongoing Support and Automation:

- Introduced in-house automation tools, reducing operational costs and enhancing visibility into Tier 1 managed services.

The Results

Our data-driven approach and targeted solutions delivered exceptional results for the client, transforming its network performance across multiple strategic areas:

Belfast – From Worst to Best

- Voice and data quality improved by **45.18%**, improving from 653 in Q1 2023 to 948 in Q1 2024.
- Belfast rose from being the client's worst-performing city to its best-performing city in the UK within just one year, resulting in a dramatic rise in network KPIs, ensuring superior customer satisfaction.

London – Leadership in Voice Quality

- The telco held its #1 position in Voice Quality, widening the gap with competitors (Second-best operator).
- Improved network reliability and enhanced customer experience cemented the client's market leadership.

M8 Motorway – Enhanced Transport Route Coverage

- The M8 became the UK's 3rd best-performing motorway after targeted upgrades.
- Commuters travelling between Edinburgh and Glasgow experienced better coverage and higher network quality.

Stronger, More Reliable Network

- Proactive monitoring and rapid interventions via feasibility studies delivered immediate, measurable improvements.
- Network coverage and performance strengthened across critical urban and transport infrastructure areas.



Designing Tomorrow Together

- Within 12 months, Belfast rose to the top-performing position.
- By Q1 2024, the M8 motorway and London showed significant improvements in their network KPIs, elevating the telco's overall market standing.

VISMON™ is a Cyient suite of solutions that simplifies network management, from planning to optimization and operations, through zero-touch closed-loop automation.

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