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TELEPHONE NETWORK AND ISDN

**QUALITY OF SERVICE, NETWORK MANAGEMENT
AND TRAFFIC ENGINEERING**

CUSTOMER SATISFACTION POINT

ITU-T Recommendation E.440

(Previously "CCITT Recommendation")

FOREWORD

The ITU-T (Telecommunication Standardization Sector) is a permanent organ of the International Telecommunication Union (ITU). The ITU-T is responsible for studying technical, operating and tariff questions and issuing Recommendations on them with a view to standardizing telecommunications on a worldwide basis.

The World Telecommunication Standardization Conference (WTSC), which meets every four years, establishes the topics for study by the ITU-T Study Groups which, in their turn, produce Recommendations on these topics.

The approval of Recommendations by the Members of the ITU-T is covered by the procedure laid down in WTSC Resolution No. 1 (Helsinki, March 1-12, 1993).

ITU-T Recommendation E.440 was prepared by ITU-T Study Group 2 (1993-1996) and was approved under the WTSC Resolution No. 1 procedure on the 19th of February 1996.

NOTE

In this Recommendation, the expression "Administration" is used for conciseness to indicate both a telecommunication administration and a recognized operating agency.

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SUMMARY

This Recommendation is concerned with the establishment of a contact point in each ROA/Administration for resolving customer specific troubles reported by another Administration/ROA. This contact point defined as the Customer Satisfaction Point, is distinct from maintenance contact points defined in Recommendation M.1510.

In the current telecommunication environment, there is a strong need to maintain customer satisfaction by rapidly isolating and resolving problems. Often the problem resides not in the network of ROA/Administration receiving the customer trouble report but in another ROA/Administration. Under such circumstances, the problem resolution can take a significant amount of time if a designated contact point does not exist. This contact point is defined by this Recommendation as the "Customer Satisfaction Point". The intent of this Recommendation is to establish minimum requirements for the establishment of the Customer Satisfaction Point and associated roles and responsibilities.

CUSTOMER SATISFACTION POINT

(Geneva, 1996)

1 Introduction

In the current telecommunication environment, there is a strong need to maintain customer satisfaction by rapidly isolating and resolving problems. Often through the problem resolution efforts of an ROA/Administration (ROA I) receiving the customer trouble report, the problem is isolated to another ROA/Administration's (ROA II) network. However, in order to resolve the trouble, further actions may have to be taken by ROA II. In the absence of a contact point in ROA II to accept and follow up on the trouble ticket, the resolution of the trouble may take a very long time or, in some cases, may not happen at all. This results in considerable customer dissatisfaction as, in general, they do not care whose problem it is or where precisely the problem resides; what they want is to have the trouble resolved as quickly as possible.

In order to improve customer service through speedy problem resolution and thereby increase their satisfaction, a contact point in each ROA/Administration, henceforth defined as the Customer Satisfaction Point is recommended. In the following, the roles and responsibilities of the Customer Satisfaction Point are described.

2 Purpose

Without clearly defined contact points and well-established procedures for resolving customer trouble reports which involve another ROA, ROAs may resort to reporting these troubles on an ad hoc basis to the International Maintenance Points/Centres (Transmission or Switching) or the Network Operations Centre of the other ROA.

The International Maintenance Points are primarily focused on maintaining and resolving problems associated with specific circuits, facilities and network equipment. The personnel in these centres may not have the responsibility or the authority to investigate troubles that lie outside the scope of their work. There may also be a need to have special expertise to resolve customer reported troubles that could arise from complex interaction between the network and the Customer Premises Equipment (CPE).

Therefore, from a process point of view, a separate point of contact for customer specific troubles reported by another entity is necessary. This point of contact and associated trouble reporting procedures will define precisely to whom and how the troubles should be reported. It should be noted that this contact point is distinct from maintenance contact points defined in Recommendation M.1510.

3 Definition

3.1 customer satisfaction point: It is the single point of contact in an ROA/Administration that is responsible for receiving and acting on trouble reports from other ROA/Administrations pertaining to customer-specific troubles.

4 Customer satisfaction point

4.1 It is recommended that a single point of contact be established by each ROA/Administration for receiving and acting on customer-specific troubles from other ROA/Administrations.

4.2 The name, telephone, facsimile, telex numbers, and electronic mail address of the Customer Satisfaction Point should be exchanged among all ROA/Administrations. The information exchanged must be separate from the list 1 contained in Recommendation M.1510, which is a contact list for circuit/facility/equipment maintenance.

4.3 Any ROA/Administration belonging to ITU (ROA I) should be able to utilize the Customer Satisfaction Point of any other ROA/Administration (ROA II) to report customer-specific problems that have been isolated through the efforts of ROA I to the network of ROA II. ROA I has the responsibility to provide a well-documented trouble history indicating the problem isolation procedures that it has undertaken to resolve the trouble on its own. ROA II has then the responsibility to investigate and report on the trouble resolution as soon as possible to ROA I which initiated the request.

5 Remarks

- a) This Recommendation does not intend to dictate in any fashion whatsoever the internal processes in each ROA/Administration for the establishment of the Customer Satisfaction Point nor does it require the contact point to have a specific level of authority except that the contact point should be able to receive and resolve troubles quickly.
- b) The procedures adopted to resolve troubles after they are received is certainly under the discretion of the receiving ROA/Administration.
- c) Example of information that may be exchanged between Customer Satisfaction Points of different ROAs/Administrations is contained in Annex A.

Annex A

Information exchange for customer satisfaction point

(This annex forms an integral part of this Recommendation)

1 ORIGINATING ROA

CONTACT POINT

NAME:

PHONE/FAX/EMAIL/TELEX:

DATE:

2 RECEIVING ROA:

CONTACT POINT:

NAME:

PHONE/FAX/EMAIL/TELEX:

3 INFORMATION ON THE CUSTOMER PROBLEM

3.1 SERVICE AFFECTED, e.g. VOICE, FAX, MODEM DATA
DIGITAL

3.2 NATURE OF PROBLEM
INTERMITTENT/CONTINUOUS

3.3 CUSTOMER IMPACT
HIGH/MEDIUM/LOW

3.4 DURATION THE PROBLEM HAS BEEN ON

3.5 EXPECTED TIME-FRAME FOR PROBLEM RESOLUTION

3.6 DESCRIPTION OF THE PROBLEM RESOLUTION PROCEDURES
ALREADY UNDERTAKEN BY ORIGINATING ROA