EVEREST HELPS BSNL IMPROVE ITS CUSTOMER SERVICE ASSURANCE AND ENSURE 99% SLA ADHERENCE

THE CHALLENGE

Bharat Sanchar Nigam Limited (abbreviated BSNL) is an Indian state-owned telecommunications company. It is the largest provider of fixed telephony and broadband services, and one of the largest service provider in India. Given the national status of BSNL, it has a big role to play in actively matching customer expectations. With so much of competition around, any small mistake could cause a major backlash to the entire brand.

In Madhya Pradesh, BSNL's two of the most prestigious clients are Madhya Pradesh SWAN and Madhya Pradesh High Court. Through these two clients BSNL's link connectivity is spread across thousands of locations within the state. BSNL was frequently receiving complaints from its customers regarding disrupted services, interrupted connectivity and heavy downtime. This was causing serious questions on the quality of services being provided by them. Every time an issue occurred in any of the customer locations across the state, BSNL had to pay huge penalty fees as part of the customer SLA agreement resulting in major business loss. Unhappy with multiple failed attempts BSNL was desperate to find a permanent fix to this increase in customer complaints. The challenge was to quickly find the root cause of these problems, meet customer SLAs and ensure maximum service quality.

THE SOLUTION

BSNL was on a quest to find the right way to fix the challenge. In this process various tools were evaluated by their core IT team. Every tool had certain capabilities but the team wanted something more comprehensive. They were looking for an integrated tool which was complete by itself giving them the option to have a hawk-eye view of all BSNL links across the state. Along with reports and dashboards aligned to their specific business needs, the tool must have the capability to manage SLAs of incidents that are detected or received from any customer site. Amongst other tools, Everest was evaluated too. During the evaluation period, Everest caught BSNL's core IT Team's attention quicker than expected, through its accurate, real-time monitoring capabilities, customized reports & unified dashboards enabling seamless monitoring of the entire BSNL network at a glance. Also, Everest's multi-tenant capability, clubbed with an inbuilt Service Desk was perfect for BSNL's criteria of implementation of the tool through a RIMS (Remote Infrastructure Managed Services) setup managed by a 3rd party Partner, allowing the core BSNL team to focus on other important business aspects by outsourcing the link monitoring to a trusted partner.

Everest has provided BSNL with an integrated solution of Infrastructure Management Suite (IMS) and ITILv3 based Ticketing Engine (Service Manager). BSNL now can proactively monitor the health & performance of all the links providing connectivity to all its customers spread across thousands of locations in Madhya Pradesh. The flexible RIMS model allows multiple data collection points at the customer sites from where data is sent to a centralized NOC for analysis and reporting. In an event of any link failure or other network faults, an immediate alarm is raised in the tool GUI along with email & SMS notifications being sent to the concerned NOC engineers; in parallel a trouble-ticket is also created automatically and assigned to the respective service engineers (of BSNL) through the tool's preconfigured ITSM (IT Service Management) workflows. Moreover, customer SLAs and incident-vs-escalation mapping is managed by the same Service Manager tool. Taking one step forward, Everest also automates and manages configuration backups of the core network devices, thereby reducing the device MTTR (Mean-Time-To-Recover) and humongous human efforts required to reconfigure a spare device in the event of a network device breakdown.

THE PAYOFF

FOR BSNL

- ➢ Single comprehensive tool for Link Monitoring, Trouble Ticket Management and SLA Management
- ➢ Quick assignment of issues and easy tracking field telecom officers resolving issues onsite
- ➢ Rule-based auto escalation to up to GM of BSNL for critical issues
- ➢ Aging Reports for Links enabling a detailed analysis of performance of each link
- ➢ Unified view of links on a single dashboard
- ➢ Customized dashboards & reports based on link location
- ➢ Real-time alerting of network faults along with network inventory & device configuration management
- ➢ Proactive monitoring enabling to meet 99% SLA, thus eliminating BSNL's expense of paying penalty of SLA breaches

- ➢ Robust root-cause analysis helped understand that link availability & connectivity issues were
   1. mainly occurring after customer business hours
   2. due to the office staff switching off the main power of devices while leaving from office
- ➢ Reduced cost of Service Delivery
- ➢ Enabling to deliver unperturbed and superior service to customers

FOR BSNL CUSTOMERS

- ➢ Uninterrupted network connectivity
- ➢ Reliable and satisfied service experience from BSNL
- ➢ Lesser complaints raised for link connectivity issues

SOFTWARE

Everest IMS + Everest Service Manager

SERVICES

Everest Training + Support

THE ARCHITECTURE
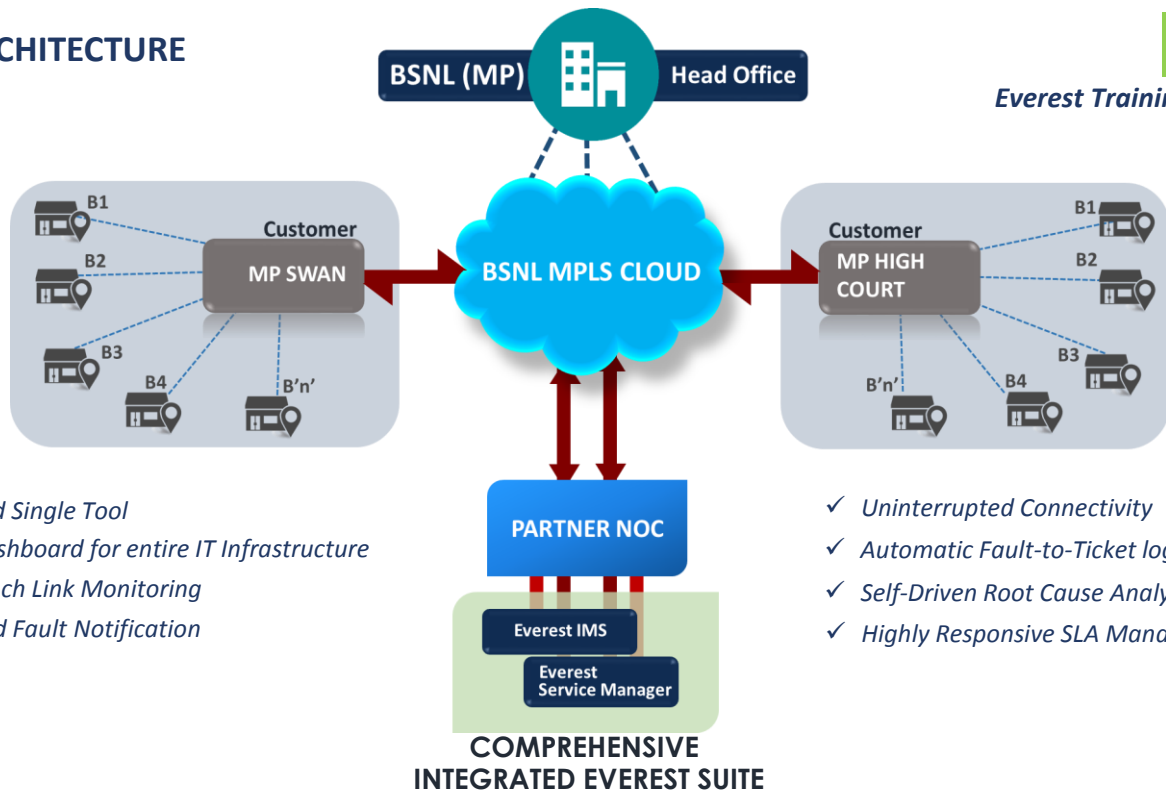
- ✓ *Centralized Single Tool*
- ✓ *Unified Dashboard for entire IT Infrastructure*
- ✓ *Multi-Branch Link Monitoring*
- ✓ *Automated Fault Notification*

- ✓ *Uninterrupted Connectivity*
- ✓ *Automatic Fault-to-Ticket logging*
- ✓ *Self-Driven Root Cause Analysis*
- ✓ *Highly Responsive SLA Management*

COMPREHENSIVE INTEGRATED EVEREST SUITE

MONITORED

Parameters being monitored for links:
- ✓ Availability
- ✓ Speed
- ✓ Throughput / Bandwidth / Utilization
- ✓ Bytes Sent / Bytes Received
- ✓ Error Rate / Overflow Rate
- ✓ Downtime
- ✓ QoS (Response Time, Latency, Packet Loss, Jitter etc.)

ABOUT BSNL

BSNL is one of the largest & leading public sector units providing comprehensive range of telecom services in India. It took over the business of providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), in October 2000.

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