

### CALL DROPS AND NETWORK COVERAGE ARE PROBLEMS:

A survey carried out among urban low income micro-entrepreneurs in selected cities in Bangladesh, India and Sri Lanka showed that network related issues (network coverage and call drops) were among the top mobile-related problems faced by ME owners in Sri Lanka<sup>1</sup>. Call drops were reported as a significant problem by approximately 26% of those who encountered issues, while approximately 16% reported network coverage problems (Figure 1). Out of those who use mobiles for business related purposes, over 40% said that network related issues affected their businesses. LIRNEasia’s qualitative study also confirms that network connectivity is a reason for customers to switch to a competing service provider as opposed to complaining about the problem. In fact, network coverage is the most considered factor among micro-entrepreneurs when selecting a service provider.

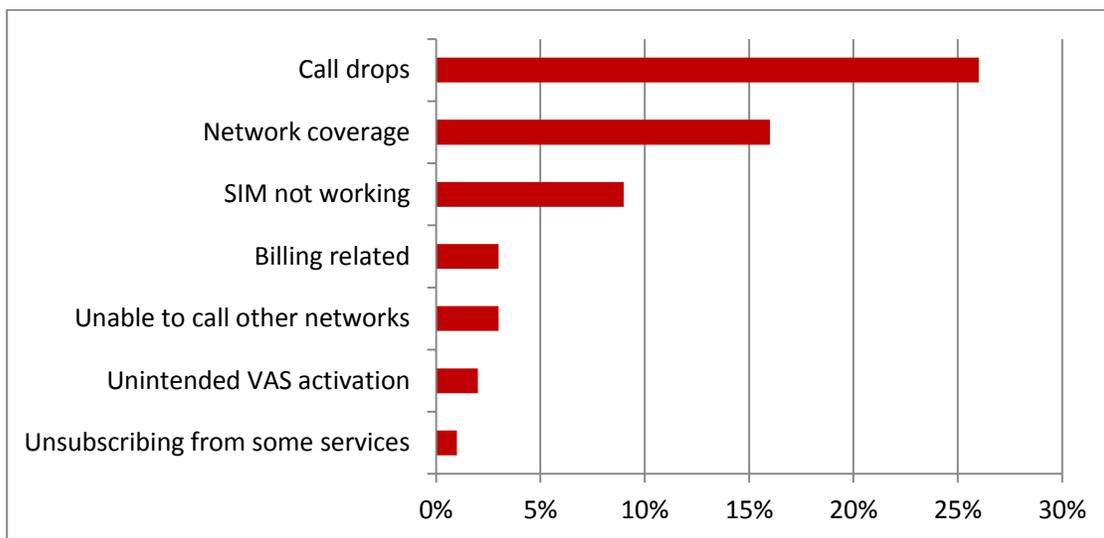


Figure 1: Problems faced by micro-entrepreneurs surveyed, LIRNEasia 2014

*“There are times when there is no network coverage because of which I lose out on my business. I wish there was a way to resolve this instantly...I have been running my business for the 15 years and I need good telecom service for my business. I need to be in constant touch with my customers to follow up with them about their requirements and my payments.”*

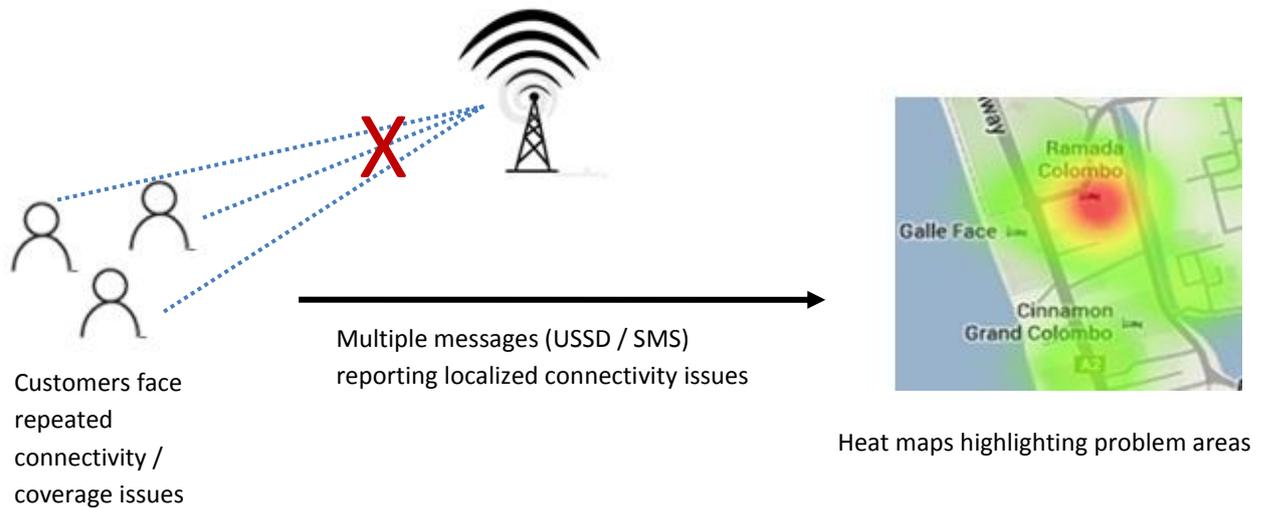
- Asif Ali, Owner of Rental Company dealing with furniture, cutlery and glassware, Colombo

Disconnections while complaining to telecom provider: Another issue reported by micro-entrepreneurs was calls being disconnected while speaking to a customer care executive. This forces the customer to repeat the query / complaint to a different contact center executive. While this is inconvenient to the caller, it also results in repeated engagement and therefore extra work for the contact center executive.

<sup>1</sup> <http://lirneasia.net/projects/2012-2014-research-program/improving-service-delivery-for-e-inclusion/>

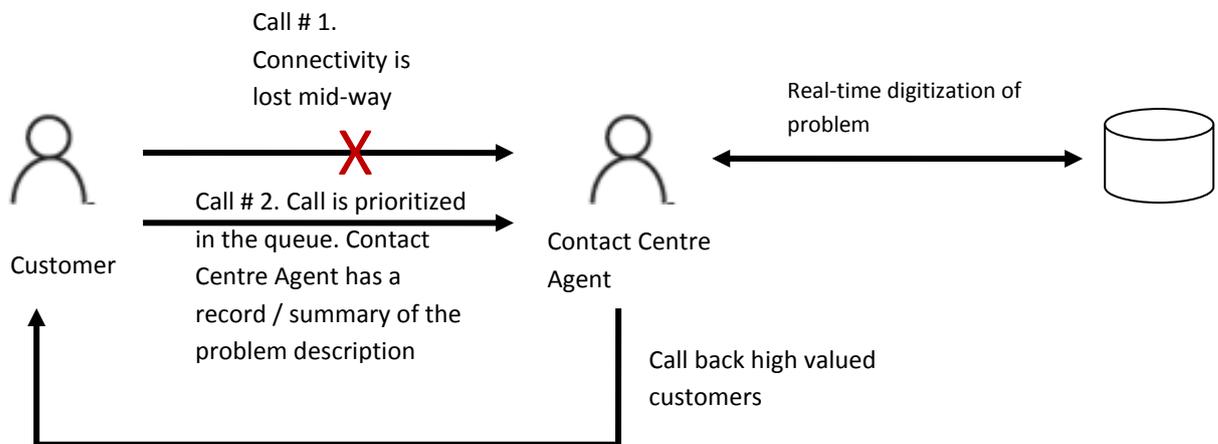
## CROWD SOURCED MAPS HIGHLIGHTING PROBLEM AREAS

Customers inform service providers via SMS / USSD / or any other relevant mechanism, of areas with coverage or connectivity related issues. This enables the operator to look in to potential blind spots and improve connectivity.



## PRIORITIZED QUEUES OR CALL BACK OPTION

This solution is two-fold. Recognizing economic feasibility, one possible course of action is for the contact center agent to call back high valued customers, recognizing that the call has been disconnected (most likely) due to network connectivity issues. For the lower valued customers who call back, the next call can be prioritized. In such situations, in reality, the call is answered by a different contact center agent. But if the first agent has recorded a summary of the problem in real-time, it will save time for both the customer and the contact center agent without the issue having to be communicated repeatedly.



For further information please see <http://lirneasia.net/projects/2012-2014-research-program/improving-service-delivery-for-e-inclusion>