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"This award recognises our commitment to putting our customers first and constantly improve their service experience," said Hanang Setiohargo, VP Network and Service Assurance Management of Telkomsel. "Nokia Siemens Networks has successfully implemented the suite, including its Serve atOnce Intelligence offering, and we are very happy to be using it. Telkomsel and Nokia Siemens Networks together will continue the deployment to meet further requirements. This innovation gives us a unified view of how our customers are experiencing our services and real-time customer insights, helping us proactively improve the service quality for our customers."

Nokia Siemens Networks launched its CEM on Demand portal at Mobile World Congress 2012 in Barcelona. The portal makes it easier than ever for operators to manage customer experience. It comprises various content packs combining sets of customer centric reports and dashboards that show the insights derived from key performance indicators (KPIs) for networks, services and devices.

CEM on Demand also enables actions to improve the customer experience. For example, the portal allows Telkomsel to track the percentage of service failures by location and device type for individual high value customers – whether residential or enterprise – and specifically prioritize improvements for them.

"Telkomsel is blazing trail in improving customer experience, and we are delighted to be supporting its focus on customer centric operations. This award for our innovation in customer experience management is especially gratifying, as it reflects its key role in our industry," said

Lassaad Essafi, head of Insight and Experience solutions at Nokia Siemens Networks. “CEM on Demand makes it possible for Telkomsel to choose the content packs that fit its needs and provide the information that is relevant to its organization. This way, Telkomsel can adopt a phased and manageable approach to address the most important factors impacting its customers’ experience.”

Global Telecoms Business Innovation Awards, established in 2007, recognise innovative projects in the telecommunications industry globally, involving service providers and their technology suppliers.

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