

## User Experience Testing (Short Codes) – Conducted for one of the largest operators in India.

India is one of the most price sensitive and fastest growing mobile markets with mobile services subscriber no. already crossed 700\* million (TRAI report October 2010).

However on the contrary even with increasing mobile penetration voice revenues have gone down. You cannot make customers talk more than they need. To overcome the challenge and to bridge the gap due to falling voice revenues, the focus has shifted to Data services.

Besides this, the other challenge is to rely on cost effective way to address customer challenges. Now other than the conventional set up of customer support teams and call centers, a huge network of various other self care channels (SMS, Short codes, USSDs and IVR etc.) has been built for customers to access information.

In Market like India with around 90% Pre-Paid services users, these self care channels hold a special significance and the failure of self care services would mean:

1. Users not able to access information and benefit from self care tools.
2. Increased no. of Service Calls.
3. Waste of resources and investment.
4. Customer Dissatisfaction.

TEST Max User Experience Testing keeps you aware of customer experiences at each and every customer touch point and the challenges that a customer faces while using services.

Features to counter failure:

1. Proactive alarm system on failure
2. Remote monitoring
3. Point of failure detection
4. Customized test case building
5. Mechanism to identify network chokes due to increased user base.

Our testing framework TEST Max is a comprehensive answer to the testing needs. Test max ensures a seamless, trouble free and delightful experience for customers.

### The Test Case

The testing was done for one of the largest telecom operators (confidential) in India. The operator is a leading global telecommunications company with operations in 19 countries across the globe and offers mobile voice & data services in all the 23-telecom circles of India.

Testing conducted on 3 communication short codes:

- Short Code 1- Help
- Short Code 2 - Bal
- Short Code 3 - Recharge
- Total Sample Size is 2409 Tests
- Testing conducted from May 1 to May 10, 2010
- Focus of this analysis was Error rate in delivery of messages
- Focus circles – Punjab, Karnataka, Chennai and Kolkata.

The testing was done with the testing probes installed in all the mentioned telecom circles.

### The Results

Testing conducted for 10 days in 4 telecom circle gave shocking results. For Punjab out of 664 hits only 294 replies were received with an error rate of 56%. Karnataka was with second heights error percentage of 54% with 269 replies for 590 hits. Chennai showed 39% error with 370 replies for 611 hits and Kolkata showed 32% error with 544 replies for 368 hits.