



# Case Study

## Telefonica

**Customer:** Telefonica

**Location:** UK

### Background

Telefonica UK Limited is a telecommunications service provider. They are the second largest mobile telecommunications provider in the UK and are headquartered in Slough.

O2 is part of the Telefonica group and is a leading provider of mobile phones, mobile broadband and SIM only deals.

### The Challenge

The initial idea and concept was based on “No Audio”, “One Way Audio” and “Crossed Lines” calls that were proving very difficult to troubleshoot and resolve within the network and always seemed like a reaction to the complaints.



### Customer Feedback

*“I have worked with many telecoms vendors throughout my career and would happily put your Roscom Merlin team in the top tier with regards to the speed of their customer responsiveness and their willingness to adapt to maximise customer value and satisfaction...”*

*(Nick Judd, VIP Faults and Network Quality–Telefonica UK)*



Telefonica UK

Merlin Project

### The Solution

The solution was rolled out over 400 Merlin™ units, 379 of which are located in stores covering the UK from Aberdeen to Penzance and Northern Ireland.

Roscom provided the Merlin™ solution to Telefonica UK, which included a feature rich tool with a simple Operational Web GUI interface.

The Network Management technicians are able to easily run reports on historic call events; they are also able to drill down into granular individual calls and schedule real time targeted calls to troubleshoot, hold and trace potential audio failures.

### The Benefits

The Merlin™ solution has delivered a real and measurable benefit back to our customers in a sizeable reduction in Audio Quality problems, giving us a true End to End Voice Quality Assurance level across all of our current network architecture layers.

From the initial challenge, Telefonica UK have since included the Merlin solution in their Data, SMS and MMS calls.

