

Nokia Customer Experience Management on Demand Puts Everything Into Focus for Safaricom

Safaricom, the largest integrated telecommunication service provider in East Africa, is improving services for more than 25 million subscribers in Kenya thanks to Nokia's Customer Experience Management on Demand.

With services spanning voice, data, mobile money and enterprise segments, Safaricom will use CEM on Demand to provide organizations throughout the company – from operations to marketing to customer care – a real-time view of network performance.

