How Anritsu eoLive provides Real-Time Customer Experience

Introduction

Service Providers are facing a wide range of challenges to ensure continued relevance and profitability. Core revenues are threaten by OTT providers, with exploding data usage and heavily video-based network usage. The telecommunications industry is constantly under pressure with subscribers demanding more from services in terms of variety, capacity and commercial offer. The technology complexity also continues to accelerate, leading to the need of new hardware investment and development of new skill set. Subscriber base expansion in saturated markets is driven by continuous service innovation and superior customer experience.

New technologies such as LTE, Converged heterogeneous networks, NGN and NFV all help reduce operational costs, but understanding customer experience in a highly competitive market gives Operators an extra edge.

Whatever the technology used by operators, success depends on the ability to deliver superb customer experience of services to a diverse and fragmenting customer base. From residential consumers to multi-national corporations, they all are looking for access to their services, wherever, whenever – and of course at the best possible price.

Service-up time is always directly linked to operator revenue stream; no service, no chargeable events. Similarly the Quality of Experience (QoE) is linked to revenue, even though in a more indirect way. Degradation of QoE eventually leads to churn, while high QoE deterioration can even discourage the use of the service. An advanced service assurance solution that delivers a real-time view of customer experience of services is mandatory if Operators want to compete in today's highly competitive market.

The importance of SerVice Assurance Solution in today's subscriber focused ecosystem

Service Assurance means maintaining the service; timely response to and resolution of customer or network triggered problems, tracking, reporting, managing and taking action to improve performance for all aspects of a service. As a macro activity, service assurance includes many tasks:

- Fault management

- Root cause analysis

- Performance monitoring and alarming

- Traffic trending

- Congestion control

All the above aim to improve service availability and perceived quality in order to improve the customer experience of services delivered. Real-time experience analysis provides many benefits within different areas that are relevant for Operators.

Business Benefits

High Value & VIP Focused Reporting: Generated performance reports that prove adherence to Service Level Agreements (SLAs) and flag any issues so that they can be quickly resolved.

Alternate Revenue Sources: Partnership with content providers (e.g. Netflix) is a way to maximize the value of your ubiquitous connectivity and data pipe. An independent tool measuring partner performance helps delivering promised quality to end users and opens up the possibility of revenue sharing and SLA enforcement.

Increase ROI: Maximize existing operator investment getting the most out of current network resources. The constant monitoring of resource allocation allows for better planning of future expansions and full capacity.

Customer Experience Benefits

Customer loyalty: In a highly competitive market, it's getting tougher for providers to differentiate themselves with their networks, device portfolios, and product offerings. Customer experience becomes a means of differentiation - a superior QoE translates into satisfied customers, giving operators the opportunity to sell more services.

Reducing the Impact of Network Complexity

Detect Network problems: Rapidly identify issues and classify them as interconnection, congestion, logical or physical error in order to rapidly pass them to right department and get an overall reduction of Mean Time To Repair (MTTR). MTTR is the time needed to fix a network issue that causes a service outage or degradation. Taking too long to resolve an issue means eroding revenue coming from that specific service and, in the long term, increasing customer dissatisfaction due to service unavailability.

Full End-to-End Visibility: Unique user interface to manage multi technology/vendor network and eliminate complexity. Detection of complex anomalies and performance degradations by monitoring different aspects of the network performance in real-time, is a key driver to help Operators with technology innovation leading to new revenue opportunities.

Anritsu Real-Time monitoring for excellent Customer experience

Operators that want to differentiate against their competitors, regardless the technology challenge they're facing, must provide excellent customer experience to keep experience or quality- based churn as low as possible, while optimizing costs. eoLive, real-time dashboard application, offers a wide ranging analysis to cover different scenarios, Apps, devices, and roaming. Operators keeping network and service performance under control, can proactively resolve issues: e.g. identify and fix a network node degradation before affecting a wide part of their customer base.

eoLive is a centralized dashboard tool that provides a unified view of network and service performance. eoLive, leveraging on Anritsu's experience in performance management and service assurance, comes with many KPIs and charts based on real customers use cases. The flexible GUI allows end users to quickly build KPIs/charts to ensure that service-level commitments are being met. Additionally, eoLive's multi-tenancy, role-based access control aspect and flexible packaging makes it a favourable solution for multi-market operators.
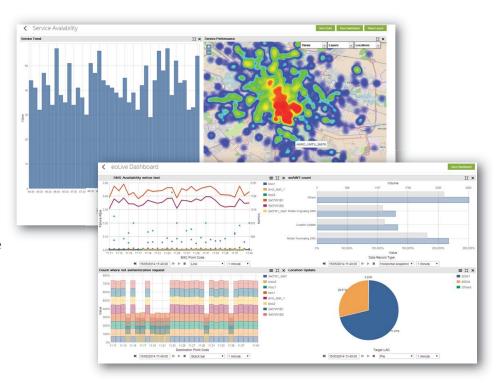

Figure 1: eoLive Dashboards

Features

• Unique per-subscriber analysis and reports

• Pro-active early detection of network performance issues that cause customer experience problems

• Genuinely real-time Dashboard showing data coming from the network and enriched with external data sources (such as device, location, spend, etc.). Threshold alarming mechanism for triggering early reaction and prevention processes

• Congestion detection and network bottleneck identification, due to the ability of collecting and correlating KPIs from various network domains

• Network KPI on Access, Core and VoIP technologies handling a huge amount of data

• Configurable KPI editor to fit individual needs in terms of network monitoring

Benefits

- Improve overall network and service performance with real-time presentation of network KPIs based on early detection of problems

- Increase customer satisfaction by ensuring efficient delivery of services in the network

- Reduce MTTR of issues with a rapid diagnosis of fault root causes

- Increase revenue per user through KPIs on subscriber, network and service usage, to develop up-sell and cross-sell opportunities.

Conclusions

Real-time customer experience of service quality is business critical for Operators to ensure excellent customer experience and reduce churn rate. Maintaining high service quality levels means increasing the customer loyalty and securing revenues. Service Assurance solutions are becoming increasingly relevant considering the big changes Operators must do in their networks to optimize cost and offer new appealing services.

Anritsu provides a real-time performance analysis platform to help Operators face today's technology challenges and differentiate themselves against competitors when it comes to delivered service quality.

Please contact Anritsu for more information on eoLive and our Multi-Dimensional Assurance Solution.