

Customer Experience Made Simple

At Anritsu, we always keep a finger on the pulse of the market trends, enabling us to anticipate the business objectives of our customers and to offer them the right solution to achieve those goals.

Customer Experience Management (CEM) has been a key focus area for C-Level executives for a number of years now and with an ever increasing number of solutions available in the market, choosing a CEM solution is becoming almost as difficult as managing the customer's experience itself.

We feel that operators are not getting a good 'customer experience' from their CEM solutions while striving so hard to provide the same to their own end users.

At Anritsu, we are offering our award winning eoSight solution to redress that situation. eoSight empowers organizations to achieve a 360° view of customer's experience, while ensuring that they get the same kind of high quality experience from eoSight itself.

Managing Experience for CEM Itself

Over the past few years, most organizations have shifted their focus from being network centric and aligned themselves towards a more customer centric approach. Cornerstone of this transformation is the realization that each customer's experience must be valued and treated uniquely. In order to effectively manage this experience, CEM solutions today have to tackle three major challenges:

- Incorporating the appropriate technology stack, ensuring cutting edge competitive advantage and at the same time future proofing the solution
- Understanding what really defines and influences a customer's experience
- Presenting actionable insights, not just a deluge of data and information

Most CEM solutions in the market today can only address a subset of these challenges. Anritsu's award winning, Multi-Dimensional CEM solution called eoSight is able address all these challenges. Powered by industry leading big data platform and advanced visualization framework, eoSight combines Anritsu's unique domain knowledge to deliver a true high definition experience for the operators. Continuing Anritsu's proven track record of producing innovative solutions, we are redefining CEM with eoSight. To us, eoSight is to CEM what CEM is to customer experience!



Customer Experience measured across devices

Key Features

- ✓ Next generation in-memory analytics and visualisation tool with true CEM capabilities
- ✓ Real time identification of customer experience for all service – from legacy to 5G and beyond
- ✓ Provides data exploration features and easy access to multi-dimensional data
- ✓ Empowers organizations to get a 360° view of customer's experience
- ✓ Generates smart analytics on customer segments

Key Benefits

- ✓ Real time identification of customer issues leading to reduction in MTTR
- ✓ Helps operators to understand their customer base to serve them better, leading to reduction in churn
- ✓ Enable operators to discover new revenue streams based on subscriber behaviour
- ✓ Market leading visualisation framework allows operators to build their own analysis very quickly and exploit those insights across multiple organizations
- ✓ Helps operators to monetize the dormant data that all organizations have
- ✓ Helps operators to manage and exploit large amounts of data at manageable cost

To find out more about how you can benefit from near real-time customer experience management, go to www.anritsu.com or email us at info@anritsu.com

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