

Customer Assurance

Increase customer satisfaction among your most important customers.

The ability to pro-actively monitor customer experience is vital in environments where ARPU is dropping and churn is increasing. Considering it is nearly ten (10) times more costly to win a new customer than to retain one, operators can significantly improve their return on investment with a well implemented customer assurance strategy.



Handset and Device Analysis

Many problems in wireless and VoIP networks can be attributed to the subscriber device. These complications may be the result of misconfiguration or software-related problems that cause incompatibility issues between the application on-line and the application in the client. In particular in wireless networks, where new data services are expected to account for an increasing share of future revenues, it is important to ensure that these new services are working properly in order to gain acceptance and popularity.

Also, handset and network/service incompatibility could lead to network load conditions that may trigger unnecessary CAPEX spending on new network equipment. Furthermore, understanding the service preferences of users of specific handsets will help marketing departments to better understand customer behaviour, which will in turn help create more efficient campaigns.

For example, there is no use in marketing a particular service if the most popular handset has problems with this service.

A complete solution for handset analysis

Polystar's solution enables full insight into how a particular subscriber's handset is being used, the quality this device is delivering, and the location of any associated problems. One dimension of the analysis can be based on type of service, providing separate quality metrics for voice calls, SMSs, or mobile data services. To achieve full insight into handset quality, probes are non-intrusively installed within the operator's core network. A big advantage with using probes is the access to information not usually obtainable from network elements, such as data on a particular user agent. In addition to presenting per-handset KPIs and KQIs for a vast number of voice messaging and mobile data services, the solution also makes the distinction between different versions of user agents.



Handset analysis

The ability to analyse service quality per handset is a vital tool in a proactive Customer Experience Management approach, as quality impairments can be corrected even before they are experienced by the customer. Another unique feature is the solution's ability to provide accurate and current information for marketing, sales, and procurement departments. Knowing what type of handset that generates the most revenue and works best in the network is vital business intelligence for any wireless operator.

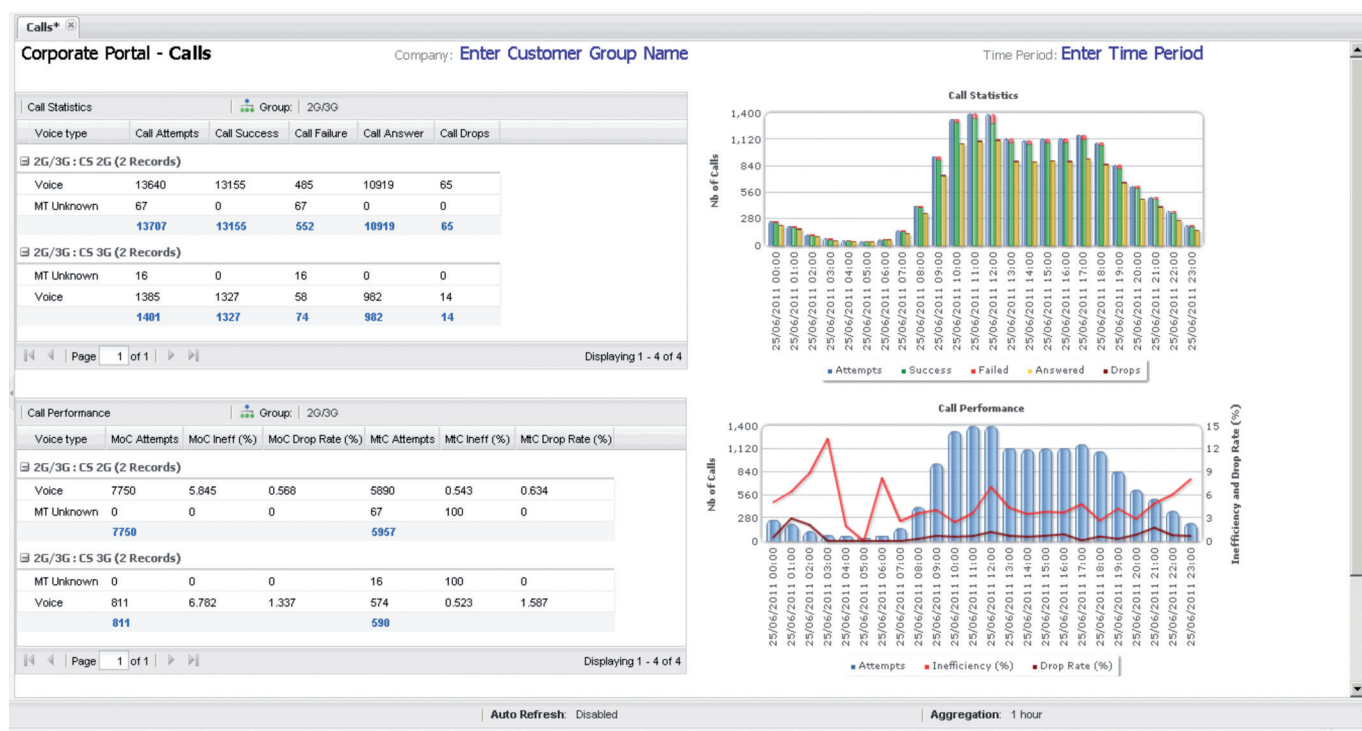
Corporate/VIP Analysis

Often a large proportion of revenue comes from a small group of customers. Anything you can do to increase their satisfaction is time well spent. With Polystar's Corporate/VIP Analysis solution you will be in command of the delivery to your most important customers. You will be able to see deterioration in service quality before your customers notice it, so that you can correct it before it becomes an issue.

Using our Corporate/VIP Analysis solution, you can segment your customer base into different VIP groups, perhaps by the highest revenue-generating corporation or even down to individuals. In this way you can, for example, choose to follow early adopters of services, phones and devices. Their usage gives you insights into how new devices affect your network and how service usage will evolve, while at the same time you are monitoring performance to assure that their customer experience is maintained.

Performance supervision is carried out in real time from a VIP dashboard displaying indicators for each individual VIP or groups of VIPs. You can set alarms for critical thresholds for degrading trends or failed SLA levels.

The Corporate/VIP Analysis solution, also gives you access to extensive reporting features, to enable continuous follow-up on quality of experience, traffic volume, and service usage for each VIP or group.



Why Polystar?

Polystar is the premier supplier of Service Assurance, Network Monitoring and Test Solutions to leading telecom operators, service providers and network equipment manufacturers around the globe. Polystar's innovative product portfolio supports the complete lifecycle of new services and technologies—from design, pre-deployment verification and stress-testing, through roll-out, down to network assurance and service management of in-service mobile, fixed, IP or converged networks. Polystar is recognised as one of the fastest-growing companies in Sweden. Since its establishment in Stockholm in 1983, it has experienced a continuous and sustainable growth, and evolved to a global presence, serving its customers in over 50 countries.