

NCELL ENHANCES CUSTOMER SUPPORT SYSTEMS, ACCELERATING RESOLUTION TIME AND REDUCING COSTS WITH POLYSTAR'S NETWORK AND CUSTOMER INSIGHT SOLUTIONS

Stockholm, SWEDEN, 13 October 2015 – Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring, and Service Enablement solutions to the telecoms industry, today announced that its innovative Network and Customer Insight solutions have been selected by Ncell, Nepal's leading independent mobile network operator.

Polystar's Network and Customer Insight solutions were chosen by Ncell to enhance its Network Operations Unit by delivering real-time intelligence on network and service performance to network and service agents. The Network and Customer Insight solutions collect and correlate real-time data from all elements across Ncell's 2G and 3G network infrastructure, providing immediate understanding of complex network protocols and the performance of all network elements. While raw data is available, the Network and Customer Insight solutions interpret complex information so that it can be accessible to any user, which means that specialist knowledge is not a prerequisite.

The data collected is organised and filtered so that different personnel and teams, such as engineers, customer care agents, product management teams and more, have clear visibility of information and intelligence that is relevant to their roles. This enables rapid Service Quality Management (SQM), enhanced Customer Experience Management (CEM), and detailed analytics regarding subscriber experience and performance to be made available.

"We needed to identify and address customers complaints more efficiently and effectively, which will enable us to increase customer satisfaction and the efficiency of our network management", said Andras Pali, ICT Director at Ncell. "Polystar's Network and Customer Insight solutions have made an immediate impact by giving the right information to the right people in a way that's intuitive to understand and use. It means we can solve customer problems faster, saving time and money".

"As the leading Mobile Network Operator in Nepal, it's essential for Ncell to build an edge when it comes to service performance and customer satisfaction," Filiz Dezde, Regional Sales Director of Polystar. "The Network and Customer Insight solutions enable issues to be identified proactively and in real-time, which means they can be solved before they impact customers. This boosts operational performance and helps deliver a better experience to customers – helping to cement our leadership".

The Network and Customer Insight solutions will also make a valuable and significant contribution to Ncell's network evolution and enhancement plans. As Ncell extends its network, it can also use the information to understand configuration issues more rapidly. For example, when launching new cell sites and extending coverage, Ncell can now identify issues that may impact delivery, leading to faster service rollout and more efficient resource utilisation.

"Polystar's Network and Customer Insight solutions will generate significant ROI for operations and customer care, by accelerating problem identification, trouble-shooting and resolution," added Andras Pali from Ncell. "The platform is intended to be adopted by more and more staff, extending access to rich data through our organisation. We expect to secure greater insight into subscriber and device behaviour,

which will allow us to increase subscriber loyalty by delivering not only a better experience but also more attractive products and service offers”.

Polystar’s Network and Customer Insight solutions give access to rich information that helps Communications Service Providers (CSPs) understand their networks and subscribers better. They convert raw network and systems data into actionable intelligence and enable better service, better operations and better customer experience. The insights obtained help CSPs drive network and operation efficiency and reduce churn.

The Network and Customer Insight solutions can be deployed on any network technology, covering 2G, 3G, 4G / LTE from a single platform, and on any protocol or interface, reducing cost of ownership and simplifying deployment.

ABOUT POLYSTAR

Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring, Service Enablement and High Performance Testing. We help CSPs to simplify their CEM strategies and drive operational efficiency through real-time network analytics. Polystar’s real-time Network and Customer Insights uncover a goldmine of data, which yields indispensable analytics to CSPs. Polystar is recognised as one of the fastest-growing companies in Sweden. Since Polystar’s foundation in Stockholm in 1983, we have experienced continuous and sustainable growth, and evolved to a global presence, serving our customers in over 50 countries.

For more information, please visit www.polystar.com

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