

Press release

POLYSTAR NOMINATED AS A FINALIST FOR TELECOMS.COM CEM AWARD

Stockholm, 28 November 2014 - Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring, and Test solutions for the telecoms market, announced that it has been shortlisted for the Telecoms.com CEM Award.

Polystar has been nominated as a finalist in the Customer Experience Management (CEM) category, which recognises outstanding achievements in the field. Criteria for success include evidence of improved satisfaction, internal efficiencies and cost reduction, among others.

Polystar's Subscriber Analytics solution is the foundation of an incremental programme for implementing effective CEM. Designed for Communications Service Providers, it contributes to enhanced levels of customer experience and satisfaction, throughout their entire lifecycle. The solution enables CSPs to target efforts towards areas that will generate the most immediate returns, as well as building a long-term, strategic approach to CEM. Subscriber Analytics generates immediate, measurable benefits, such as a significant increase in the resolution of problems on the first call to customer care agents, saving time and money.

In addition, it not only delivers rich and specific insight into the user experience of subscribers but also information regarding network performance to different departments and teams within the CSP's organisation. It is the foundation of an effective programme of executing and delivering enhanced Customer Experience Management that can proceed in incremental, manageable steps. Innovations such as Polystar's Customer Insight Solution are of growing importance to CSPs' efforts to reduce churn, provide tailored offerings and, ultimately, to build CEM excellence.

Winners of the Telecoms.com Awards will be announced at the gala ceremony, taking place in London on 4 December, 2014.

ABOUT POLYSTAR

Polystar is the premier supplier of Network and Customer Analytics, 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.

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