

EXECUTIVE INSIGHTS

CXO

INSIGHTS

SECURE THE PICTURE YOU NEED TO MAKE THE RIGHT DECISIONS

Obtain the right information to manage performance and drive strategy

1 How to discover the customer experience your network delivers
CTO teams need to provide reports on the overall customer experience delivered by the network and service portfolio. Obtaining a clear overview can be difficult.

Obtain a clear overview of network and service experience indicators, in a single place, when you need it.
Polystar's solution captures and sorts key experience indicators and presents them through a single portal. Different dimensions, such as location, service, network technology, device type, and more can be selected, as well as different time periods, creating a powerful, comprehensive overview of customer experience. This provides accurate reporting and also helps steer the direction of future investments.

2 How to understand your customers and their needs
Different reports from network and customer operations, sales, product management and other teams are not correlated, not real-time and don't provide the overview that's needed to make rapid decisions.

Secure a consolidated view of service usage, market trends and emerging threats and opportunities.
The CxO portal enables users to follow service consumption patterns and identify trends through a single, consolidated interface and in real-time. The information is shown in graphs, which can easily be filtered. In addition, drill-down capabilities allow deeper analysis, which is not always possible in individual reports. The information can be viewed by day, month, quarter, year, and also in real-time.

3 How to measure the impact of network investments
Ensuring the success of investments in networks and services is becoming increasingly difficult. Decreasing or flat revenue growth increases the pressure to make the right investment decisions.

The right information allows you to track and tune the impact of each investment.
Polystar's CxO Insights Portal presents clear data that gives the C-team data on revenue and service consumption, allowing them to be tracked in real-time following the launch of new products. The information is adapted to the needs of the executive team, ensuring clear visibility of only the most relevant data. This gives immediate feedback, allowing solutions to be tuned and more accurate planning.

GIVE THE LEADERSHIP TEAM THE INSIGHTS THEY NEED



Rapid access to insight
Making sense of different reports is time consuming. CxO team members need to be able to clearly see all relevant information in the right place and to be able to ask the right questions. Polystar's CxO Insights Portal provides everything they need, from a single, user-friendly interface.

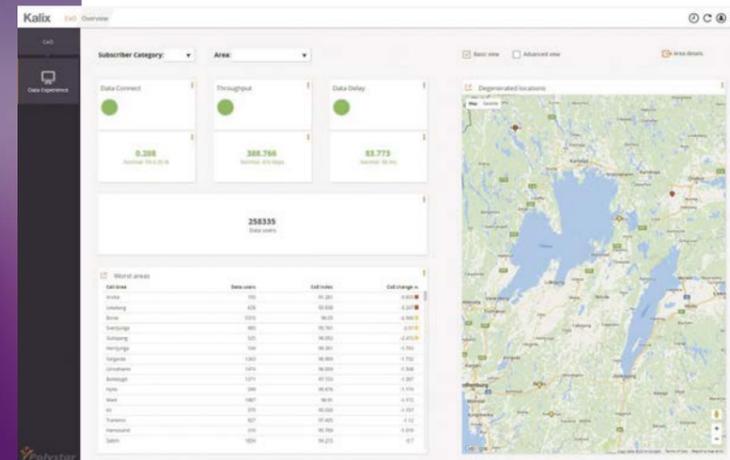
Designed for the CxO team
Polystar's CxO Insights Portal offers a clear, intuitive display, with information clearly presented and without technical detail. It is designed for executives and promotes rapid decision making. It helps teams understand their KPIs, identify trends and enables rapid product evolution, based on real-time reporting.

Make faster decisions
By presenting the right information and combining this with the capabilities to review historic information in a single portal, executives can reach conclusions faster and make better, more informed decisions to ensure that they stay competitive and enhance organisational efficiency.

Increase knowledge from the business
The information in the portal can be compared with information from other sources, increasing the overall understanding of performance and allowing better decisions to be taken. Objective information allows assumptions to be tested and rapid reporting on new initiatives.

Share valuable data
A complete data export interface is available, which means that valuable information can be shared between different systems and business processes, such as the CRM, or other platforms for customer experience management and big data analytics, spreading insight across the organisation.

Adaptable and flexible
Different CSPs have different priorities, KPIs and service portfolios. That's why Polystar has made it easy to modify the solution: adapting portal views, adding measures and dimensions, adding integration to different systems, and changing workflows. The CxO Insights Portal includes tools that allow you to make changes yourself. Alternatively, our experts can tune and optimise the solution to your needs.



Polystar's CxO Insights Portal

POLYSTAR'S CxO INSIGHTS SOLUTION
EMPOWERS THE EXECUTIVE TEAM WITH THE INFORMATION THEY NEED TO TRACK INVESTMENTS, OBTAIN KPIs FOR STRATEGIC REPORTING AND ASSESSMENT, AND ALLOWS THEM TO MAKE THE RIGHT TACTICAL CHOICES, BASED ON REAL-TIME, OBJECTIVE DATA AND HISTORIC ACTIVITIES.



Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring 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, Service and Customer analytics 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.

Get in touch:

marketing@polystar.com

www.polystar.com

