# NETCONNECT

IMPROVING CUSTOMER EXPERIENCE

NetConnect is an integrated solution that provides a two-way exchange of data between end customers and their network operator, through existing OSS infrastructure. There are many mobile apps that allow users to measure their network speed and performance and several such data sources available to mobile operators; however, NetConnect provides much more than this. Uniquely, NetConnect fully integrates into an existing CEM/PM tool so has a complete view of how the network is performing, including incidents, planned works and service degradations.
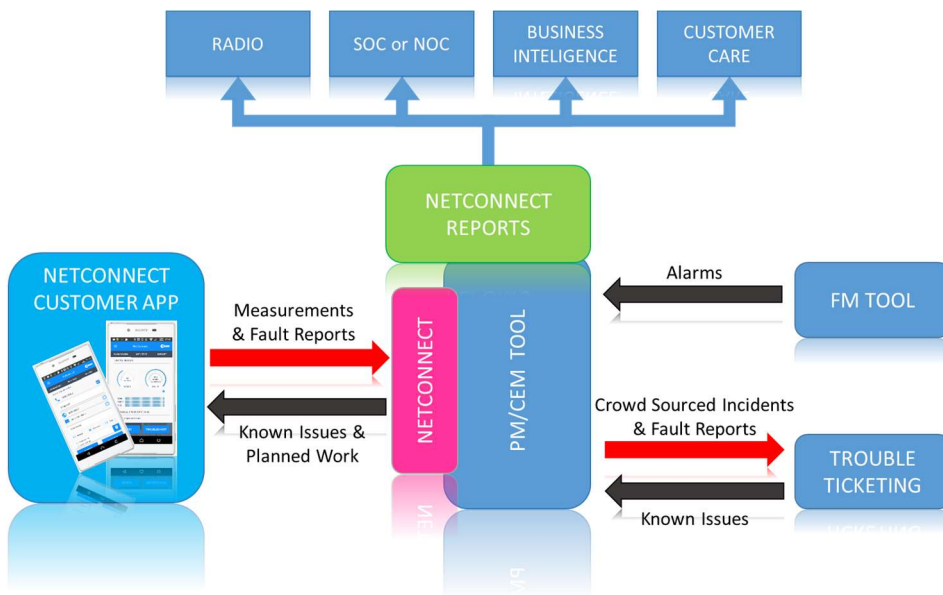
This enables measurements on the device to be correlated with the state of the network, providing an end to end service view. For the customer it means being more informed as to why they are experiencing certain issues; or allowing them to report incidents in real time, submitting tickets with their network measurements. For the operator it means having a single place to understand and manage the customers' connected experience, from the device to the network and back again.

FEATURES

NetConnect Customer App

The NetConnect Customer App is designed to create a user journey that enables them to transverse their issues. The journey ends when the issue is resolved or the user feels sufficiently informed or empowered.

The app provides four main legs to this journey:

- the user dashboard
- troubleshooting
- advanced troubleshooting and
- fault reporting.

NETCONNECT BENEFITS

Identifying issues before the customer reports them and being seen to react to issues first drives customer satisfaction and improves NPS. NetConnect facilitates this within these areas:

CUSTOMER CARE

Understanding where the customer is and what their device is doing, at the time of an issue, improves the chance of their issue being resolved quickly. NetConnect provides the following benefits:

- An initial self-service app to resolve problems before a subscriber calls customer care. An operator saving of approximately £3 per call.
- Detailed network status, using location information, including attached cell and signal strength, allows separation of network and device problems.

- Detailed device information to detect specific issues with makes and models of phone and OS version.

- Inform users of network performance issues, on-going incidents and planned work to reduce duplicate calls to customer care.

- Provides the user with a near real-time automated response, removing the need for customer care involvement while sending an immediate response.

SERVICE OPERATIONS CENTRE

To get an additional understanding of performance device statistics can provide a subscriber view on why they are experiencing issues.
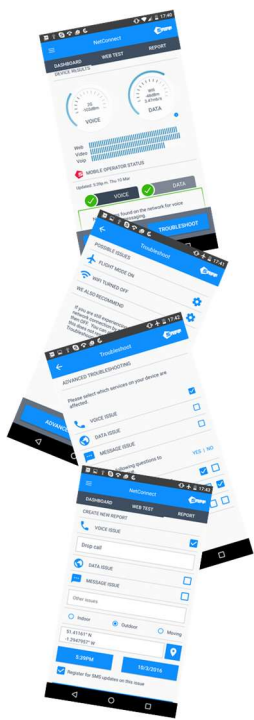
App features include:

⬠ Android and iOS apps available*
⬠ Dashboard provides comparison of device and operator views of the network
⬠ The Dashboard can be used to inform the user of on-going incidents and planned work based on their location
⬠ Troubleshooting and advanced troubleshooting allows the user to determine the cause of device issues and in many cases resolve them
⬠ Fault reporting captures additional device and network information to aid root cause analysis
⬠ Background data collection can assist in investigating intermittent issues
⬠ Crowd sourced measurements identify network, degradation of service and the effect of network engineering work

*Features vary between operating systems.

NetConnect Reporting

NetConnect has a comprehensive web-based reporting layer, for operators, that can be extended and customized. Below are a sample of standard reports:
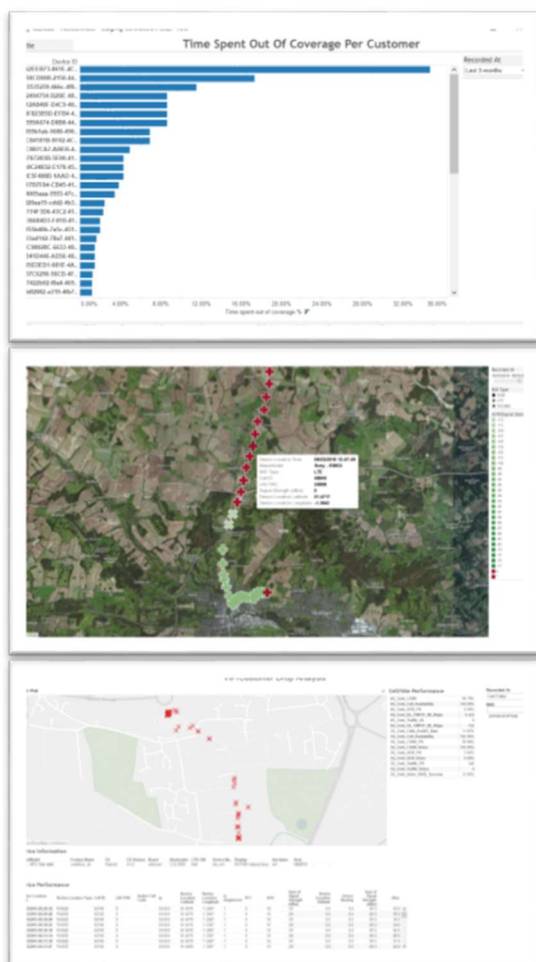
⬠ Customers who spend the most time out of coverage can be the biggest detractors. Identifying and managing this group can make a significant impact to NPS

⬠ Finding key areas, including main roads, where there is poor coverage is a challenge. This is especially true where there appears to be good coverage but customers' devices do not correctly register to the network.

⬠ Analysing individual customer and VIP drop calls is a challenge, these can be device, location or network specific. While probing data and network counters can provide part of the story, device level information is required to complete the end to end picture.

⬠ Device and application performance, location, trace route monitoring and a number of other areas can be checked.

⬠ Presentation in near real time with the network statistics to provide an end to end view.

⬠ Issues immediately addressed or an informed response provided to the customer.

⬠ Specific alerting or monitoring on individual consumers, VIPs and/or Corporates can be setup

⬠ If the subscriber opts in to the SMS service, they can get a personalised service that can be related back to their individual experience.

⬠ Network problems not previously identified can be highlighted. These can include device specific issues, application issues or end to end routing problems

BUSINESS INTELIGENCE

To allow the BI team to identify which part of the network is causing issues:

⬠ Pin point the location of the fault or QoS degradation from User location, device make/model, device load (such as applications running), radio quality, traced IP route, transmission, core and onto the end point.

⬠ Provide an independent view from the radio access network, tracing it back to operator's core.

⬠ Combine all data into the existing PM, CEM or analytics tool, for an integrated view.

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