

CUSTOMER SUCCESS STORY

Telecom Italia Elevates the Customer Experience



Sandvine plays a key role in Telecom Italia's service operations center (SOC) and customer experience management (CEM) platforms

Telecom Italia, a Sandvine customer since 2012, is using data generated by Sandvine's Business Intelligence solutions to generate key performance indicators (KPIs) for their fixed and mobile networks in Italy.

Measuring Quality

Ensuring high quality web-browsing and video experiences are essential for delivering the best possible services.

We provide Telecom Italia with numerous attributes used to measure both web and video quality, allowing Telecom Italia to proactively diagnose network issues and to identify quality-related network trends before they impact subscribers.

Real-Time Records

Our traffic classification technology works in real-time to identify traffic and make measurements.

Both the raw information and calculated quality of experience (QoE) metrics are fed, in real-time, by our Record Generator directly to big data and SOC/CEM systems used by Telecom Italia's internal operations, planning, and marketing teams.

Getting at the Data

To help operators gain a better understanding of their subscribers, we provide simple integration to third-party CEM and big data systems.

Combined with the flexibility of our Network Analytics product, this third-party integration provides operators with the data and insights they need, through whatever interface or visualization they prefer.

About Telecom Italia

Telecom Italia provides telephone, mobile, and DSL data services throughout Italy.



Do you have the insights you need to run your business? Visit www.sandvine.com