



# Real-Time Subscriber Insights

## Proactive subscriber quality monitoring

### REAL-TIME SUBSCRIBER INSIGHTS DELIVERS:

#### Unique Perspectives

Customer care-specific views of the network for billing, historical, and real-time customer interactions during incident responses

#### Active Network Intelligence

Historical and real-time views of customer bandwidth consumption, application usage, and QoE

#### One-Call Resolution

Resolve issues in a single support call by giving customer care teams a complete view of the subscriber and the issues affecting their network access

#### Cost Reduction

Avoid escalation to expensive engineering resources

#### Multiple Users

Supports 25 support agents using the platform at the same time

Deliver the best QoE by immediately identifying, diagnosing, and solving problems as they occur

#### MARKET OVERVIEW

In an era where applications dominate traffic, users evaluate network performance based on the delivered quality of experience (QoE) of the popular applications, which are often the ones most sensitive to congestion – video and gaming.

Poor network performance of applications – especially video and gaming – trigger calls from users to customer support centers. However, users are often unable to articulate the problem in a manner that expedites the root cause analysis process.

In order to deliver excellent customer service and reduce operational costs, operators need their customer care teams to quickly identify and resolve issues, reducing call times and increasing satisfaction.

A general understanding of network uptime is insufficient, instead they require a complete picture of a customer's QoE. Without insight into the subscriber's network experience, resolving a bandwidth or connectivity issue in a timely manner can be difficult, resulting in expensive escalations to engineering resources as well as customer dissatisfaction, potentially leading to churn.

Tier 3 customer care professionals need active network intelligence and a contextual network view for rapid diagnosis and resolution.

#### They are looking for solutions that:

- Reduce the number of incoming support calls through proactive problem resolution
- Dramatically shorten the mean time to repair (MTTR) for incidents
- Decrease problem identification times for callers with the same issue
- Avoid unnecessary call escalations to expensive engineering resources
- Put context to what services are causing poor network experience

#### SOLUTION OVERVIEW

Real-Time Subscriber Insights equips customer care personnel to rapidly diagnose and solve customer network issues. This powerful and unique solution provides a real-time and historical view into a customer's network experience to isolate quality issues, usage overages, and billing disputes.

The solution is tightly integrated with the operational and business support systems of each operator. In addition to providing insights on the QoE, Real-Time Subscriber Insights delivers a full understanding of the customer interaction with the network with the perspective of Subscriber Health, Subscriber Detail, and Network.



### Subscriber Health

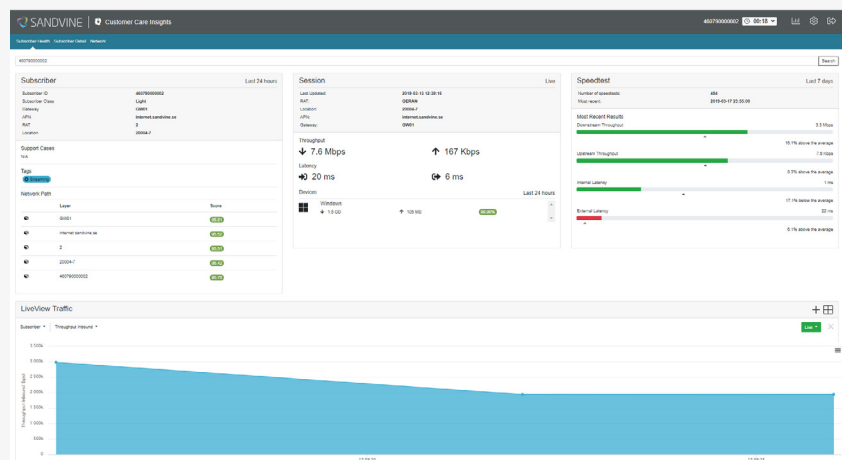
This view enables customer care teams to quickly dive into a live view of subscriber sessions to diagnose QoE issues. It helps the customer care professionals quickly understand key metrics such as throughput and latency, and the network path to speed the root cause determination and resolution for customer care issues.

They can toggle between services, service categories, and network metrics in real-time to fully understand the issues related to the immediate customer care ticket.

Since it is enriched with Sandvine's contextual awareness, Subscriber Health provides insight on the key service categories on a per-subscriber basis, aiding faster issue resolution.

Figure 1

Understand individual customer network experience with context to rapidly resolve issues

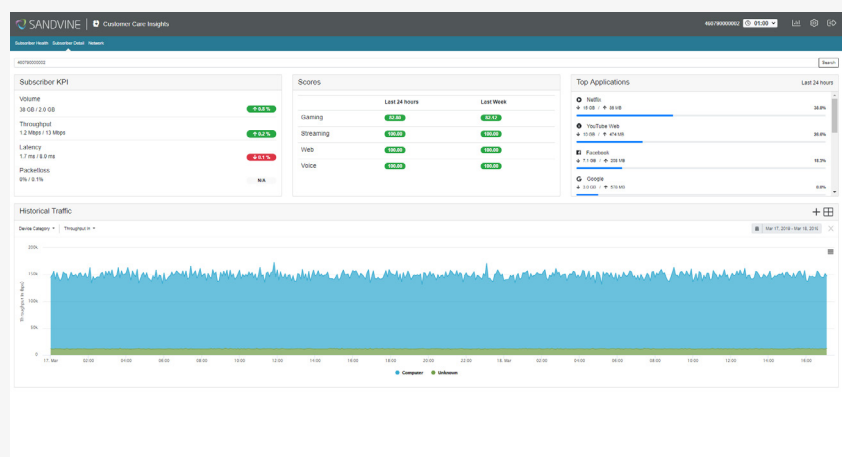


### Subscriber Detail

This view establishes a baseline for understanding historical usage, average throughput, latency, and packet loss to determine trends. It can be enriched with devices, device types, services categories, and applications for complete deep dives, giving a more contextual and complete understanding into the network experience.

Figure 2

Establish a baseline with historical usage, network metrics, and application usage to have a complete QoE picture



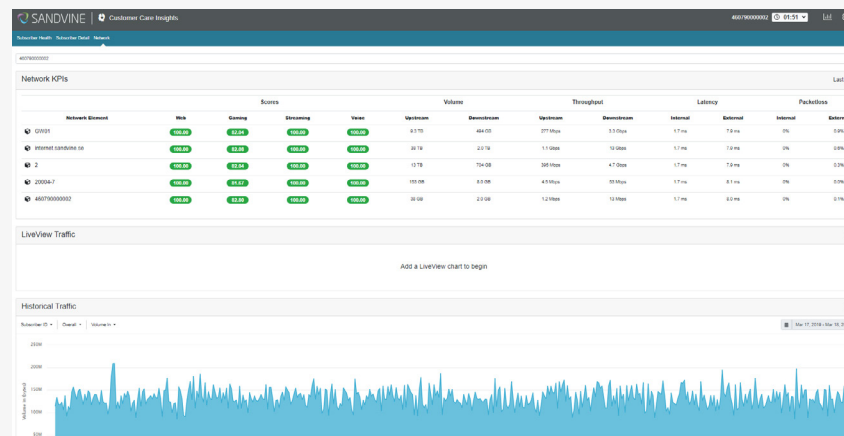


### Subscriber Network

This view provides details into the different network elements, giving a full 360-degree view into a subscriber's experience on the network. The agent can understand which locations and elements are currently delivering service to the subscriber and correlate with key QoE metrics. At a glance, the customer care agent can understand how the network is impacting a customer's experience and troubleshoot the root cause.

Figure 3

Provide a comprehensive customer care experience by understanding the unique relationship of customers to the network and how it performs for them



With Real-Time Subscriber Insights, operators can benefit from Sandvine's Active Network Intelligence to arm customer care teams with timely and relevant information, reducing the volume, length, and escalation levels of customer care calls. By employing this solution, operators can improve first call resolution rates, improving customer satisfaction and experience, and reducing the associated customer retention and management costs.

### ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit [sandvine.com](https://sandvine.com) or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



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