



# Real-Time Subscriber Insights

## Proactive subscriber quality monitoring



Sandvine's network intelligence and service innovation capabilities empower

service providers and their care teams with effective tools to identify and fix network problems associated with transitioning from 4G to 5G – ensuring service continuity.

## 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

### Application QoE and 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 500 concurrent customer care agents

### Role-Based Access

Flexible and secure control for which roles can view different levels of data, preventing privacy issues

### 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, service providers 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. This poor issue management can result in expensive escalations 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.

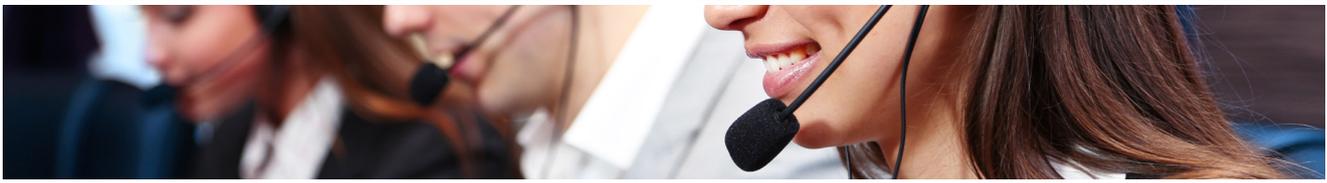
### They are looking for solutions that:

- 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

### USE CASE OVERVIEW

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

The use case is tightly integrated with the operational and business support systems of each service provider. 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, Live View, Network Access, and Speed Tests.



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

### Subscriber Health

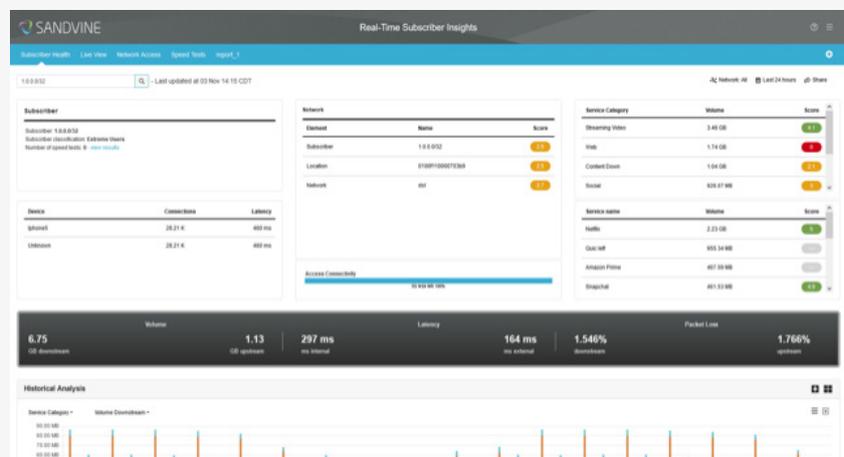
This view enables customer care teams to quickly dive into a historical view of subscriber sessions to diagnose QoE issues. It helps the customer care professionals quickly understand key metrics such as throughput and latency, and the network path to speed the root cause determination and resolution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

They can toggle between services, service categories, and network metrics to fully understand the issues related to the immediate customer care ticket. With 5G networks, customer care agents can also see time spent by the subscriber connected via 4G or 5G radios.

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**).

Figure 1

Understand individual customer network experience with context to rapidly resolve issues

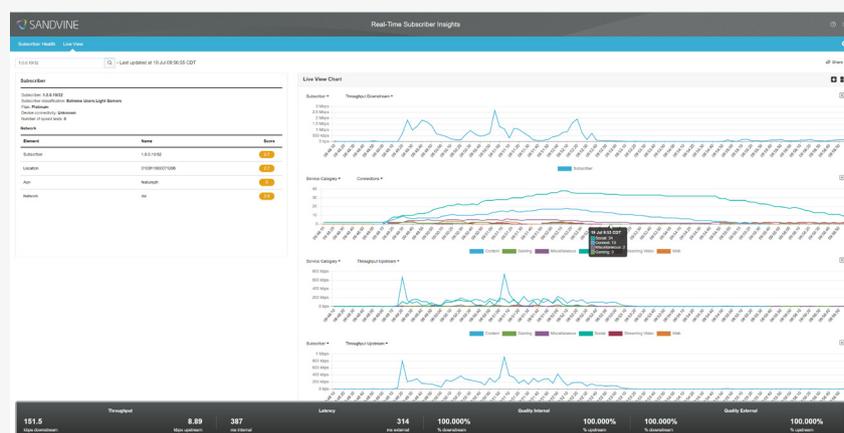


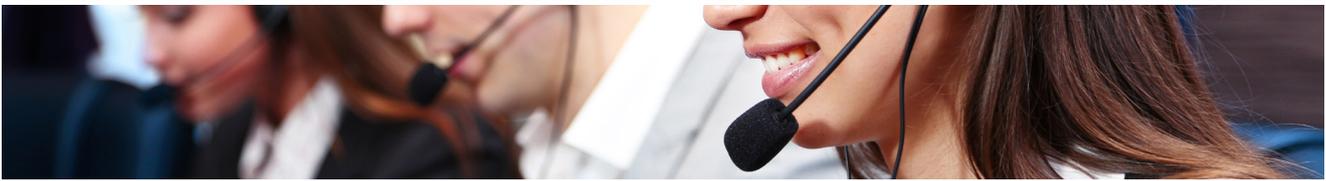
### Live View

This real-time view (**Figure 2**) offers the same subscriber context as Subscriber Health, and also shows critical information for live analysis, including network path (how the subscriber is connected to the network), and key metric trends (i.e., throughput, packet loss, latency, connections) by subscriber, service category, or application – over a 10-minute time frame at five second intervals. Lastly, it shows real-time subscriber metrics – throughput, packet loss, latency – to aid customer care agents in determining if there is an immediate change in service performance.

Figure 2

This real-time view also provides trends over a 10-minute period at five second intervals



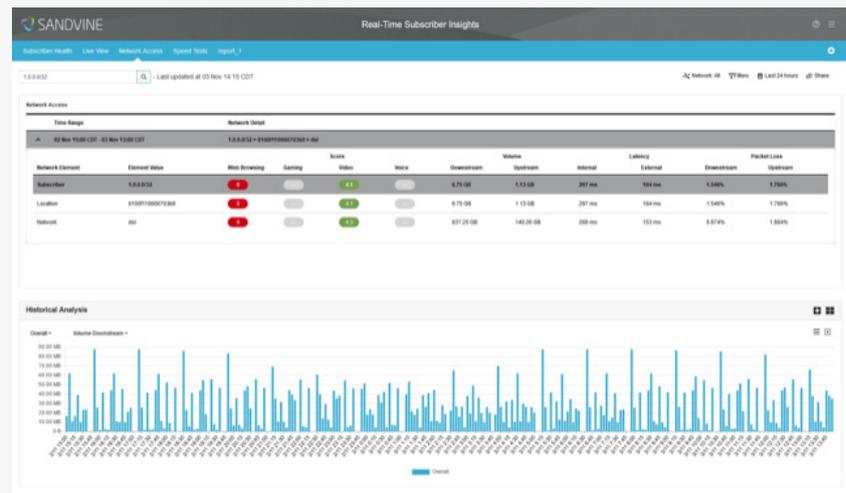


### Network Access

In some cases, the cause of poor subscriber experience can be found within the access network. The Network Access view (**Figure 3**) provides a QoE overview of the previous network paths for the subscriber. Metrics are displayed for each defined network element through which subscriber traffic will pass. The ability to follow the traffic through the various elements allows the customer care agent to track the source of poor QoE through the network.

Figure 3

Understand how network access is contributing to poor experience



### Speed Tests

Subscribers will often perform a network-based speed test to validate a poor experience. This dashboard page (**Figure 4**) will display recent speed test results, and the chosen test provider, to supply insight on recent maximum speeds achieved. Speed test results aid greatly when a customer calls in regarding previous network issues.

Figure 4

Get insight on whether or not speed tests have been run and what results have been achieved, which will aid in understanding the customer experience





With Real-Time Subscriber Insights, service providers 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 use case, service providers can improve first call resolution rates, improving customer satisfaction and experience, and reducing the associated customer retention and management costs.

## ABOUT SANDVINE

Sandvine's cloud-based Application and Network Intelligence portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <http://www.sandvine.com> or follow Sandvine on Twitter @Sandvine.



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