



The App QoE Company

Telenet and Sandvine

Improving Customer Satisfaction and Reducing Customer Churn

84%
accuracy



in predicting customer satisfaction



TRUCK ROLL REDUCTION

By working together to combine contextualized socio-demographic data with Application Analytics and QoE metrics, teams from Telenet and Sandvine improved customer satisfaction and quality of experience while also reducing customer churn, inbound calls, truck rolls, and hardware swaps.

On the European landscape, Telenet stands out as one of the pioneers of fixed mobile convergence, and cloud-native 5G services that are accelerating economic growth in Belgian communities hoping to capitalize on digital transformation (through smart cities, logistics, healthcare, and other 5G use cases).

Last year, Telenet's leadership decided to **shift focus** to customer centricity through a robust Customer Quality of Experience initiative focused on five business objectives:

- Improve customer satisfaction
- Reduce inbound calls
- Reduce truck rolls
- Reduce hardware waste
- Reduce operations costs

With these goals in mind, the Telenet team embarked on an 18-month journey with Sandvine Engineering to understand customers' perceptions and expectations, and to better detect, predict, and address issues affecting customer experience.

Achieving 84% Accuracy in predicting Customer Satisfaction

As the first step, Telenet set out to build a robust analytics dashboard for accurately measuring and predicting customer satisfaction. Recognizing that customer experience data is subjective in nature, Telenet's Operations team worked with Sandvine to assemble a data structure that would deliver a holistic quality-of-experience profile for each Telenet customer. By combining Telenet's socio-demographic information with Sandvine Application Analytics and QoE metrics, the teams succeeded in getting highly contextualized information about the quality of experience delivered to customers.

As a result of the two teams collaboration, Telenet achieved 84% predictable accuracy about customer satisfaction or dissatisfaction. This accuracy was verified through a real-world benchmark of broad customer surveys, which were conducted in parallel to the Customer QoE trial.

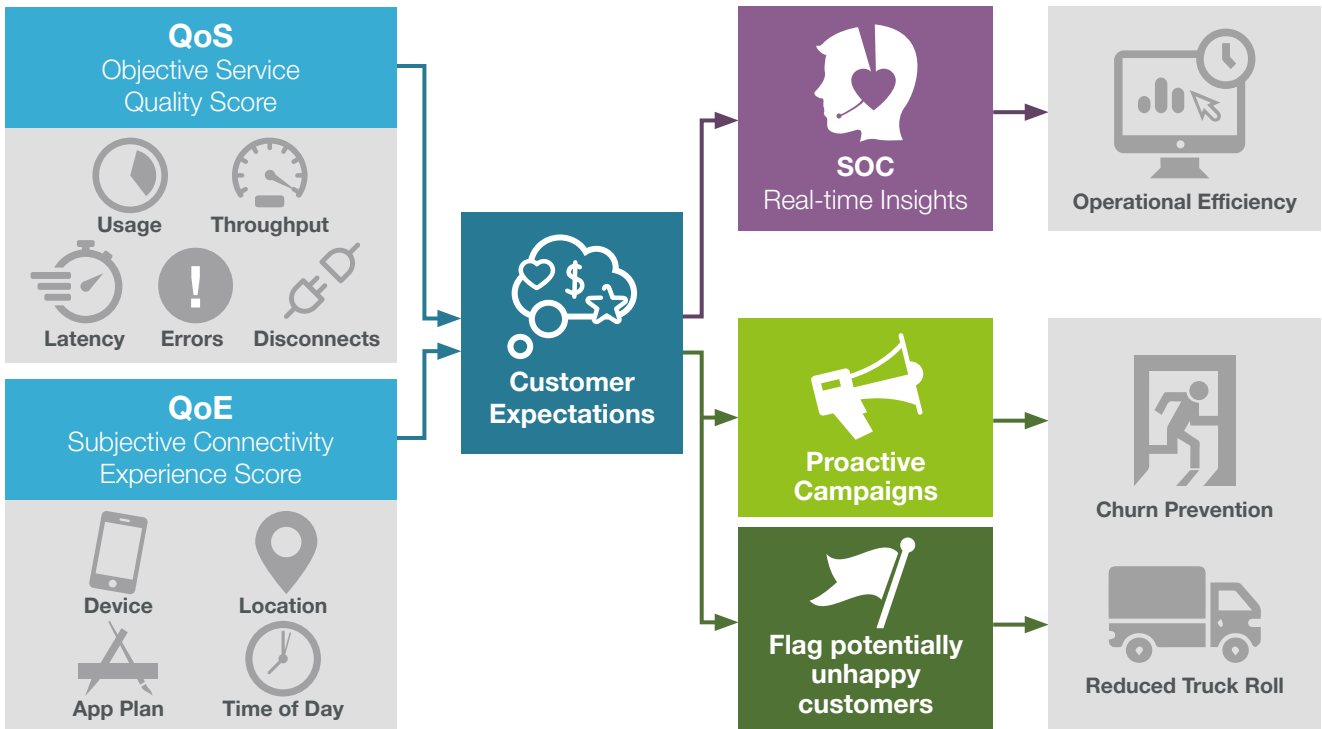
The high level of predictability enabled Telenet to realize results even before the QoE project was fully implemented across its broadband (and soon mobile) services:

- 84% accuracy in predicting customer satisfaction
- Significant churn reduction
- Reduction in inbound calls
- 8% truck roll reduction

“We are striving to improve customer satisfaction. Churn can't be the only focus as you want those who stay with you to be truly satisfied and happy,” explains Telenet’s Stijn Eulaerts, Vice President Product Management Residential and Soho. He points out that the teams were surprised to see the disparity in opinion that could exist about performance and speed, even within the same households. “We found there can be a significant difference in perspectives about what is ‘reasonable’ or ‘adequate’ as young people tended to have higher expectations for performance, like teens wanting smooth multiplayer gaming experiences, as opposed to a parent down the hall who had a great videoconference quality of experience.”

Reconciling QoS and QoE Data

To better match customer expectations with what customers were feeling, a combination of contextual information about the customer as well as information about the quality of service (QoS) delivered had to be reconciled. Because technical issues did not always lead to quality-of-experience or customer satisfaction problems, Telenet wanted to understand how QoS indicators around usage, throughput, latency, errors, and disconnects really impacted QoE.



This was accomplished by combining QoS information with customer profiles, essentially working with two models – one for QoS and another for QoE – which made it possible to determine customer expectations.

“The QoS model was designed to give an objective service quality score for every end device, and the QoE model was designed to estimate a subjective connectivity experience score for every customer. We then reconciled the impact of one on the other. Then, we made the QoS model the input for the QoE model, which was valuable in that it helped us identify the root causes behind certain issues,” says Eulaerts.

By better understanding service quality over different devices at different times, Telenet could determine which KPIs were important to decisions about repair and maintenance, as well as follow up with customers.

Whenever there was a bad quality of experience on call inflow, repairs and churn, Telenet began proactive campaigns to target customers with low QoE scores) as well as customers whose usage had lower thresholds for latency or packet loss (i.e., gamers, streamers, etc).

To mitigate the impact of a potentially negative experiences, call center reps were equipped with the real-time insights about what customers were experiencing so they could more rapidly refer issues to the appropriate specialists for connectivity, whether mobile, fixed, TV, or other.

Because of the work on the QoS and QoE models, and the integrity of the Sandvine data used for Telenet's predictions and actionable insight, it's now possible for Telenet to flag customers who might be unhappy and to address their issues before they feel frustrated about the experience. This is expected to reduce Telenet's T&I calls each month, as well as the CHT, in-home repairs, and churn.

"The success of this initial project for churn prevention, operational efficiency, performance on the call inflow and truck rolls came fast. And it paves the way to the future, with the teams looking ahead at intent-based congestion management and automation for self-adjusting, automated solutions that further improve performance and customer experience," adds Eulaerts.

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.



USA
5800 Granite Parkway
Suite 170
Plano, TX 75024
USA

EUROPE
Svärdfiskgatan 4
432 40 Varberg,
Halland
Sweden
T. +46 340.48 38 00

CANADA
410 Albert Street,
Suite 201, Waterloo,
Ontario N2L 3V3,
Canada
T. +1 519.880.2600

ASIA
RMZ Ecoworld,
Building-1, Ground Floor,
East Wing Devarabeesanahalli,
Bellandur, Outer Ring Road,
Bangalore 560103, India
T. +91 80677.43333

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