



Differentiating with Customer Care

CUSTOMER CARE INSIGHTS HAS BROUGHT Net1:

- 60% reduction in training time of care agents
- 35% reduction in average call handling time

“The goal is that all subscribers connected on a common cell can stream HD Netflix videos simultaneously”

Peter Borgfors, CTO Net1 Sweden

In competitive markets such as the Nordics it has become increasingly difficult to differentiate offerings on parameters other than price. Nevertheless, Net1 has created a unique offering with their **0% smartphone, 100% data, fixed-wireless connectivity**. With multiple price plans ranging from pay-as-you-go to unlimited usage, Net1's service is used by many subscribers as a primary or secondary data connection.

For Net1, the key to maintaining high-quality service is to restrict the growth of new subscriber numbers and monitor existing subscribers carefully to ensure sufficient bandwidth availability. Net1's Customer Care team is empowered by Sandvine's Customer Care Insights - a network intelligence driven tool that provides an instant, single-user, network view. Customer care agents also use Sandvine's unique LiveView interfaces to assist with real-time trouble-shooting.

The deployment of Customer Care Insights has resulted in a 35% reduction in the average call handling time. It has also created a more streamlined and efficient onboarding process for customer care agents.

CUSTOMER SERVICE EXCELLENCE

A founding principle of Net1 is that great customer service is critical to customer loyalty. As a newcomer in an already saturated market, with an offering that did not compete with the main-stream, it was critical for Net1 to prove their worth. With positioning initially focused on the subscriber who needs connectivity in rural areas, early-adopters would often use Net1 as a secondary broadband subscription, either when visiting remote holiday homes, or in order to maintain continuous connectivity to their properties. However, two type of problems occur frequently with these types of users – connectivity optimization during setup and usage data usage analysis.

Network resource management

Net1 utilizes the 450 MHz band to offer fixed-wireless LTE connectivity. While the majority of their subscribers are primary-line users, Net1 also serves mobile users in road haulage or maritime industries. And as telecom operators in Scandinavia are turning off copper networks before fiber is fully deployed, this is providing a further boost in numbers of new domestic and enterprise subscribers for Net1.

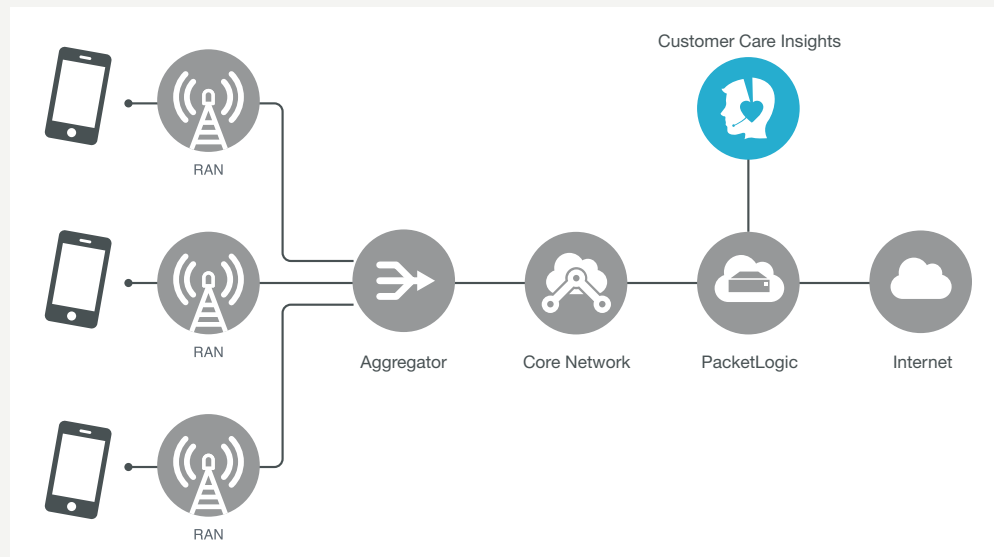
Although Net1 is growing fast they target sales efforts to very specific coverage areas and remain careful to not over-subscribe cells; a “good experience” is expected for every subscriber. Even though Net1 has dimensioned bandwidth per cell, per subscriber, with the goal that all subscribers connected on a common cell can stream HD Netflix videos simultaneously, new customer applicants may be rejected in order to guarantee and maintain high quality for incumbent subscribers.



Sandvine's PacketLogic is used in Net1's network to report traffic volumes per cell. With active traffic management during peak usage hours, shaping is implemented for non-real time activity like application updates and App Store downloads in order to minimize the impact on delivery of services like real-time streaming video.

Figure 1

TYPICAL CUSTOMER CARE INSIGHTS DEPLOYMENT



Net1 has been rated
 “Best network for M2M
 in Sweden” by Induo

goo.gl/gAFgcx (Reference in Swedish)

Internet of Things (IoT) Use Cases

Net1 broadband access services are often used for Machine 2 Machine (M2M) connectivity, both for enterprises performing fleet or asset management, as well as consumers maintaining properties in rural areas. It is common in the Nordics to own a summer cottage, used only a few weeks per year. For consumers to have broadband connectivity in these locations enables them to maintain contact with friends, family and work, in turn giving them the freedom to visit their property more often. It also allows them to keep an eye on a remote second property from the comfort of their home; IoT equipment such as video surveillance, heating facilities and humidity measurement tools are in common use. Net1 broadband services are perfectly suitable for these types of use-cases - the subscriber is not present where the service is delivered, but counts on the service working. In these instances, pro-active customer care is critical for Net1's user-base.



EXPERIENCE-OF-ONE VIEWS WITH CUSTOMER CARE INSIGHTS

Net1's customer services team is driven to efficiently secure and maintain as good a connection as possible for every subscriber. Troubleshooting must be simple and intuitive; the agent needs to quickly determine if they CAN help. If bad wireless coverage or over-subscription prevents an immediate solution being found, the smartest way forward needs to be determined.

Customer Care Insights retrieves information from the PacketLogic network intelligence solution, tailoring this information to enable rapid analysis of the experience that individual subscribers are getting from the network. For instance, the tool provides an overview of:

- **Throughput**

What Throughput did the subscriber get? Was it lower than or similar to what was expected?

- **Location**

Information on where the subscriber is located, integrated with a Base Station map to enable distance and line-of-sight estimations. This helps ascertain if the subscriber should try to move router to another location in their property.

- **Mobility**

In the case of Trucks, Boats etc., is the subscriber stationary or mobile?

- **Traffic Categories**

Instant information on traffic usage in categories – identifying background usage the subscriber may not be aware of.

EXPERIENCE-OF-ONE OVERVIEW

From top left to bottom right:
Session Overview,
Location,
Live Traffic,
Recent Quality Summary,
Usage in Traffic Categories,
Devices Connected to the Subscription



DEEP DIVE OF THE OVERALL USAGE AND QUALITY EXPERIENCED ON THE SUBSCRIBER'S ACCOUNT IN THE LAST FEW DAYS





Real-time location troubleshooting

Great reach in rural areas does not mean that the service works everywhere. Antenna placement and tuning is critical to get a good signal and connection to the base-station while large objects between the tower and the home can affect the connection. Customer Care Insights provides LiveView components that help the customer care agent to see how the data connection is performing in real-time. The GUI, updated every 5 seconds, visualizes the data activity by individual client connection, split by services as well as throughput and quality KPIs.

REAL-TIME ACTIVITY ON THE ACCOUNT, UPDATED EVERY 5 SECONDS – USAGE SPLIT PER OTT APPLICATION CATEGORY

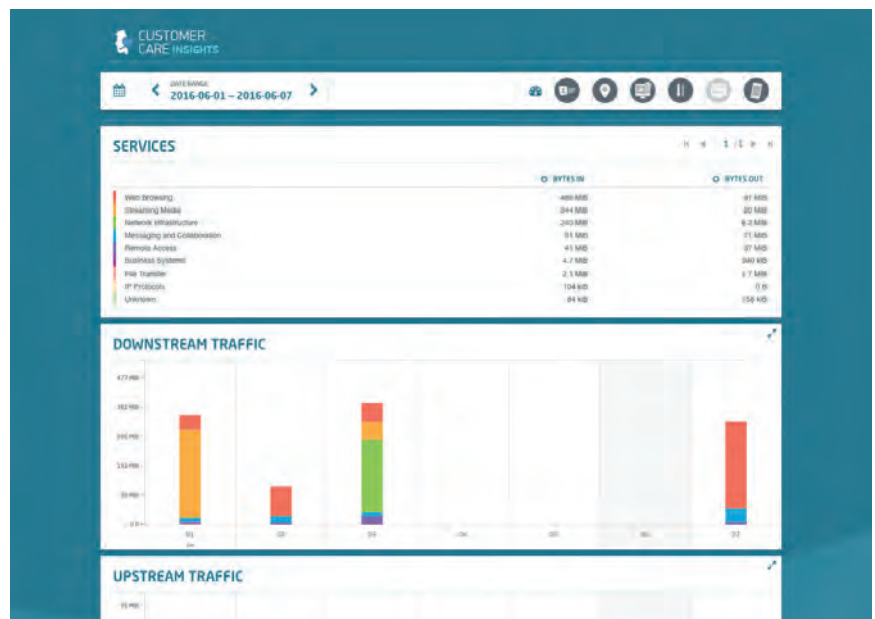


Data usage information

The Customer Care Insights tool helps the customer care agent explain to the customer where their data usage has been utilized. Customers who buy a small bundle for a few Gb a month and are often surprised when their data allowance has run out. Net1's Customer Care can also explain what type of data has been consumed most on their connection and, in order to guard privacy, these data types are categorized. For deeper troubleshooting the customer can authorize the agent to look at individual OTT services, but typically an answer such as "on Tuesday there was a lot of Streaming Video activity, perhaps you watched a online movie?" is satisfying for the customer.

Understanding OTT service usage can be useful in troubleshooting quality complaints. Being able to explain to a subscriber working remotely that pausing a streaming movie while logging into their corporate VPN will improve connection to the head office, is beneficial.

REAL-TIME ACTIVITY ON THE ACCOUNT, UPDATED EVERY 5 SECONDS – USAGE SPLIT PER OTT APPLICATION CATEGORY



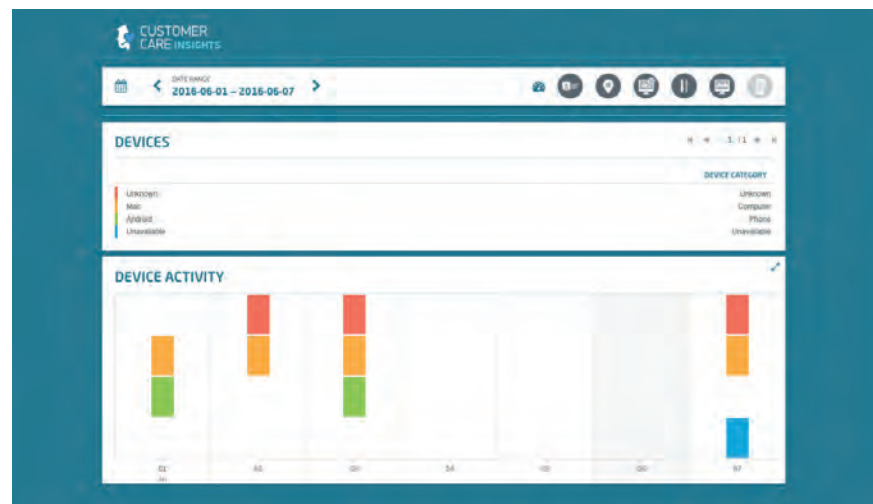


Privacy and protection

Great care is taken in protecting the privacy of the end user. 1st and 2nd line customer care agents see OTT service usage by category only – for example, streaming video, web browsing etc. Authorized 3rd line customer care agents may dive deeper as needed.

The PacketLogic network intelligence solution provides Net1 the power not only to see what is happening on the network but also to take action. Currently, IoT devices are particularly sensitive to hacking because of the used of fixed IP addresses. PacketLogic/V can be configured to monitor traffic volume and number of flows as well as the type of traffic to and from individual IP addresses, so that pro-active alerts can be setup on service usage per IP address.

REAL-TIME ACTIVITY ON THE ACCOUNT, UPDATED EVERY 5 SECONDS – USAGE SPLIT PER OTT APPLICATION CATEGORY



RESULTS

Rapid onboarding – Measurable benefits

Since the deployment of Customer Care Insights, Net1's Customer Care agents' training has been reduced from 5 days to 2 days with no reduction in the quality of the service they provide. An additional benefit of the Customer Care Insights includes shorter tech calls; average call length has been reduced to 7.6 minutes from 11.5 minutes before deployment.

Net1 also recorded a significant decrease in repeat calls as a result of "first call resolution" enabled by having the right information quickly at hand. Also, there was a reduction of unit waste – in the event that the agent was unable to solve the subscriber's issue they could then advise the subscriber return their product. Softer benefits included a noticeable increase in customer satisfaction surveys – customers feeling that the agent knows what they are talking about built strong credibility.



ABOUT NET1

With a fixed-wireless broadband offering utilizing the low 450 Mhz band and 4G technology, Net1 covers 95% of the land mass and 99,8% of the population in Sweden. Net1 has been rated "Best network for M2M in Sweden" by Induo (goo.gl/gAFgcx Reference in Swedish) and has data-only offerings for both consumers and enterprises.

Find out more here: <http://www.net1.se/>



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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 or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



USA
47448 Fremont Blvd,
Fremont,
CA 94538,
USA
T. +1 510.230.2777

EUROPE
Birger Svenssons Väg
28D
432 40 Varberg,
Sweden
T. +46 (0)340.48 38 00

CANADA
408 Albert Street,
Waterloo,
Ontario N2L 3V3,
Canada
T. +1 (0)519.880.2600

ASIA
Ardash Palm Retreat,
Bellandur, Bangalore,
Karnataka 560103,
India
T. +91 80677.43333