LinqUs **Customer Experience platform**

**For higher customer satisfaction**

Our LinqUs Customer Experience platform and service provides insights and analysis into your mobile network performance (QoS) and your subscribers’ perceived Quality of Experience (QoE). We do this by providing an opt-in mobile device agent for smartphones and SIM applets as well as USB dongles, coupled with a robust analytics back end, to capture and provide data and insights around the customer’s network and device experience and performance.
In a highly competitive telecom industry, a focused QoE and QoS program is key for success. A strong relationship with existing customers is a must for all telecom operators.

QoE is a key criteria for customers when choosing their MNO
QoE has become one of the most important factors for subscribers when choosing an operator. Mobile operators constantly analyse data coming from sources such as CDRs, network probes and drive testing tools, building up what is known as the network view. Even though this is a good approach it fails to provide a true complete picture of the user experience.

It is acknowledged that there is a significant gap between the ‘measured’ quality of any particular service of the network and the actual quality as perceived by the subscribers. Our cost effective LinqUs Customer Experience (CE) solution provides unique insights to close this gap by gaining clear understanding of the key parameters and issues that impact your network and the quality of service perceived by your subscribers.

A complementary solution
Our platform can be deployed stand-alone or integrated into a third party CE solution. It provides unique insights and features that effectively complement data from traditional systems such as network probes and call detail records (CDR). Also, by having a QoE Agent on a subscriber’s device, you are able to actually converse with your subscribers to address and optimize their experiences, receive their feedback, etc.
QoE and QoS Agents

Our cost effective QoE and QoS solution provides you with a powerful insight on the perceived Customer Experience, enabling you to improve your service quality and brand image, and retain customers.

Quality of Experience
With the opt-in of your subscriber, our software can run in the background and provide a rich set of insights directly from where the subscriber is. The QoE Agents are simple to download and can be installed by the subscriber within seconds. They can be provided through App stores or downloaded via URLs. A SDK is also available, allowing the QoE Agent to be embedded into and downloaded with a mobile operator’s own application. In combination with our light Java interoperable SIM applet, this enables true large scale deployment on both smart and feature phones.

Quality of Service
Our LinqUs Customer Experience Platform can also be deployed in an active monitoring mode used in Quality of Service use cases to monitor the network quality from a customer’s perspective. The active monitoring mode supports both customer initiated and remotely scheduled test executions. We have customer deployments for unattended drive testing and static monitoring, as well as for “on the spot” network quality checks.

Powerful reporting and improved customer care

The solution offers a powerful reporting and analysis tool with a comprehensive set of reports and views that helps you as a Mobile Network Operator to quickly understand the situation. It provides network, device, system, traffic, call events, mapping and other views and modules to help various departments conduct proactive quality analysis.

Ease Customer Care interactions with consumers
The optional Customer Care module enables a new touchpoint between your subscribers and your Customer Care. Subscribers can use the Selfcare module in the QoE Agent to understand for themselves the service quality issues they are facing and thus avoid some calls to customer care.

Furthermore, with passive monitoring of device and system, related issues impacting the customer experience are automatically collected, uploaded and presented in an easy to understand dashboard.