Gemalto QoE Analytics

For higher satisfaction and improved customer intimacy
Gemalto QoE Analytics

Quality of customer experience is key factor to retain subscribers and drive service usage. Indeed, customers want a smooth experience when accessing and using their favorite mobile services and apps, on any type of device, anytime, and wherever they happen to be. To meet these high expectations, telecom operators not only need to improve service quality but also understand their customers’ perceived service quality and to instantly solve issues.

“85% of customers want their operator to have immediate access to information about the status of their network connection and any problems they are having.”

Yankee Group Survey

How Gemalto can help
Gemalto enables telecom operators to achieve this objective providing unique device, network and applications insights while delivering relevant value to subscribers.

Value for mobile network operators
Using Gemalto QoE Analytics, telecom operators will understand which are the content and services used by their users. As well as having a clear understanding of their experience, both in the home network and during roaming.

Increase customer intimacy: by improving your tailored problem solving capability, adaptation to customer needs and enhance customer loyalty levels.

Moreover by having a QoE Agent on a subscriber’s device, the operator is able to actually engage with subscribers to address and optimize experience, receive feedback, etc.

Value for subscribers
Through QoE Agent, the customer will be able to:

> Understand the apps’ resources and data consumption: Apps’ utilization of device physical resources, apps’ data consumption for both foreground and background traffic, apps’ data consumption ranking, as well as network coverage.
> Interact with the operator: thanks to user feedback.
> Instant issues solution from the device: by our self-care module.
> Understand the device’s physical resources utilization: memory utilization, CPU, disk space.
**Gemalto QoE Analytics** provides accurate customer behavior and network information suitable for different departments: Customer Care, Marketing, Roaming and Engineering.

**Roaming**
Helps the operator to select best roaming partners & empower negotiation by measuring the users’ experience while travelling.

As well as identify silent roamers and design bespoke roaming product offerings based on usage analytics. Thanks to the application, the user can understand and act towards billshock and misconfigurations without calling the operator while abroad.

**Marketing**
Allows the operator to create targeted marketing strategies using accurate customers’ information including Wi-Fi & real users’ content and services usage.

Enhancing operator’s product differentiation and profitability by personalizing customer communication, services and offers.

**Customer Care**
Provides customer care agents with information about the subscriber and displays, in simple terms, information on issues encountered and suggestions on how to solve them minimizing the overall time spent in complaint, handling and improving the customer experience.

Moreover, using de QoE agent the subscriber will be able to solve the issues themselves and understand their device and network behavior.

**Network Quality & Engineering**
Reports automatic E2E geo-located insights for voice, data and network performance KPIs to check the quality of customer experience.

Users can launch different tests: speed, call, latency and video tests to instantly check the service.
About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto’s solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 49 countries.

For more information visit www.gemalto.com or follow @gemalto on Twitter.