

# Quality of Experience – a self-care application for mobile users

**The ultimate smartphone self-care solution: Manage your device and service usage through a single application.**

**“I want to make the most of my smartphone, but I don’t know how...”**

Smartphones have become central objects in people’s day-to-day lives. But the majority of users don’t have the technical knowledge to optimize their handsets and resolve any issues that might occur.

It could be that the battery is running down faster than expected, there might be connection issues, or the data plan limit might be reached sooner than expected – these situations happen regularly but most end users don’t know how to resolve them so they just give up and live with the problem, affecting the quality of their experience.

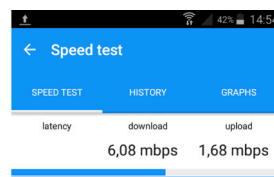
**“In a single glance I know what is right or wrong with my smartphone!”**

Gemalto’s Quality of Experience (QoE) application is a simple self-care solution to help end users understand and manage smartphone usage. It intuitively guides them towards different areas of their device to improve QoE and get on with their lives.

Moreover, it is available in white label for iOS and Android, meaning the solution can be deployed by the provider they trust the most: Their mobile operator.

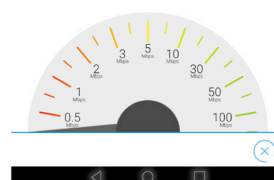
**“My smartphone is back to the neat device I imagined, helping me enjoy mobile services again!”**

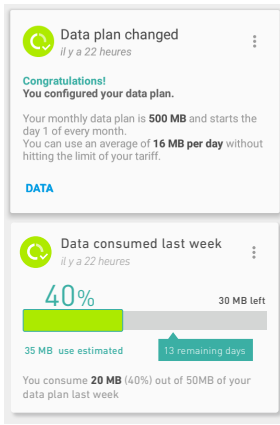
Gemalto’s QoE app embeds a wide set of self-care features in a single solution for end-users to manage and optimize their smartphone experience across all key areas:



**Coverage and connectivity:  
No more connection issues**

Failed or dropped calls and data connection issues top the list of frustrations. With the QoE app, end users can run connectivity and network tests to check service performance and send feedback to their operator for quick problem solving and improved service.



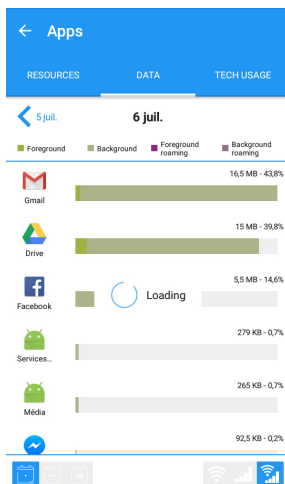
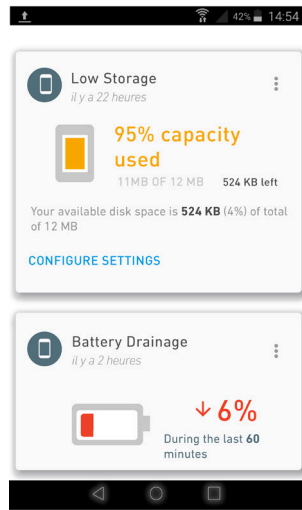


### Data usage: Keep control of data consumption

When consumers unexpectedly hit their data plan limits, they can get a nasty surprise on their next bill or have to restrict their navigation. With the QoE app, end users have a clear view of data usage and can set up data consumption limits and alert notifications.

### Device: Optimize device performance

People are using their smartphones more than ever, and frequently run out of battery or memory. The QoE app helps end users optimize battery use by identifying the main culprits running it down and allowing users configure settings accordingly. It also keeps track of memory capacity, making it easy to see what's taking up most space.



### Applications: Understand app usage

It's easy for smartphone users to accumulate more and more apps. With the QoE app, they can receive weekly or monthly app-use stats and thus manage their use. They can also see which applications are using up their data plan and manage them better as a result.

### Benefits for consumers:

- > Helps solve all the main smartphone issues in one single app
- > Easy to personalize according to the user's needs
- > Attractive design and simple navigation
- > A trusted solution because it is provided by the mobile operator

### Benefits for mobile operators:

- > A white label app ensuring enhanced brand image and loyalty through a solution that improves the customer experience
- > User-friendly interface for quick adoption
- > Reduces contact with customer care services
- > Passive network data collection based on end-user perception for accurate QoE monitoring and enhanced marketing, roaming and customer care services

### An intuitive and user-friendly design

Gemalto's QoE app has been designed to offer simple, intuitive guidance. It is fully customizable, and unused features can be discarded as necessary. With a user-friendly interface using simple language, this is one app that requires no special technical expertise.

