CUSTOMER CARE INSIGHTS

See your subscribers in real time

PROCERA

See more in real time

Leveraging the Intelligence provided by the PacketLogic solutions, Customer Care Insights provides a real-time and historical view into a subscriber's broadband connection that can be used to isolate quality issues, usage overages, and billing disputes.

KEY FEATURES & BENEFITS

☐ **Unique Perspectives**
Customer Care specific views of the network for billing, historical, and real-time customer interactions during incident responses

☐ **Unparalleled Visibility**
Historical and Real-Time views of customer bandwidth consumption, application usage, and QoE

☐ **One-Call Resolution**
Resolve issues in a single support call by giving Customer Care a complete view of the subscriber and the issues affecting their network access

☐ **Cost Reduction**
Avoid escalation to expensive engineering resources by enabling

DIAGNOSE AND SOLVE PROBLEMS IN REAL TIME TO MAXIMIZE SUBSCRIBER SATISFACTION.

Customer Care teams struggle to get a complete picture of a subscriber's experience during customer care incidents. If the network is not reported as "down", resolving a customer's bandwidth or connectivity issue can result in expensive escalation to engineering and customer dissatisfaction. Tier 1, 2, and 3 Customer Care professionals need different intelligence and views of the network to rapidly diagnose and resolve customer issues. Billing and Service issues require one view of the network, and an interactive view of a customer's experience in real time from the network perspective requires a completely different set of network intelligence. Customer Care teams are looking for solutions that :

- Reduce the number of incoming support calls through proactive problem resolutions

- Dramatically shorten the Mean Time To Repair (MTTR) for subscriber incidents

- Shorten problem identification times for callers with same issue

- Avoid unnecessary call escalations to expensive engineering resources

Procera's Customer Care Insights is a powerful tool for enabling customer care personnel to rapidly diagnose and solve customer issues on broadband data networks. Leveraging the Intelligence provided by the PacketLogic solutions, Customer Care Insights provides a real-time and historical view into a subscriber's broadband connection that can be used to isolate quality issues, usage overages, and billing disputes. The solution is tightly integrated into the operational support systems and business support systems of each operator, and can be customized through professional services to reflect the branding of the operator. In addition to providing the insights on the subscriber experience, Customer Care Insights can take action by modifying the subscriber's services and network configuration to improve their experience.

Customer Care Insights leverages all of the Perspectives provided as part of Procera's PacketLogic solutions to give a comprehensive view of a subscriber's experience. Subscriber Perspectives provides the service view for the subscriber that can include service plan, device type, tariff, and potential upsell or top-up offerings. RAN Perspective provides unique RAN information like signal strength and quality for the subscriber's mobile device as well as the real-time cell tower location as the subscriber moves through the network. Video Perspectives gives insights into video traffic, which is one of the main sources for a poor subscriber experience on broadband networks.

Figure 1

GAIN REAL-TIME INSIGHTS
INTO SUBSCRIBER BEHAVIOR
TO IMPROVE QOE
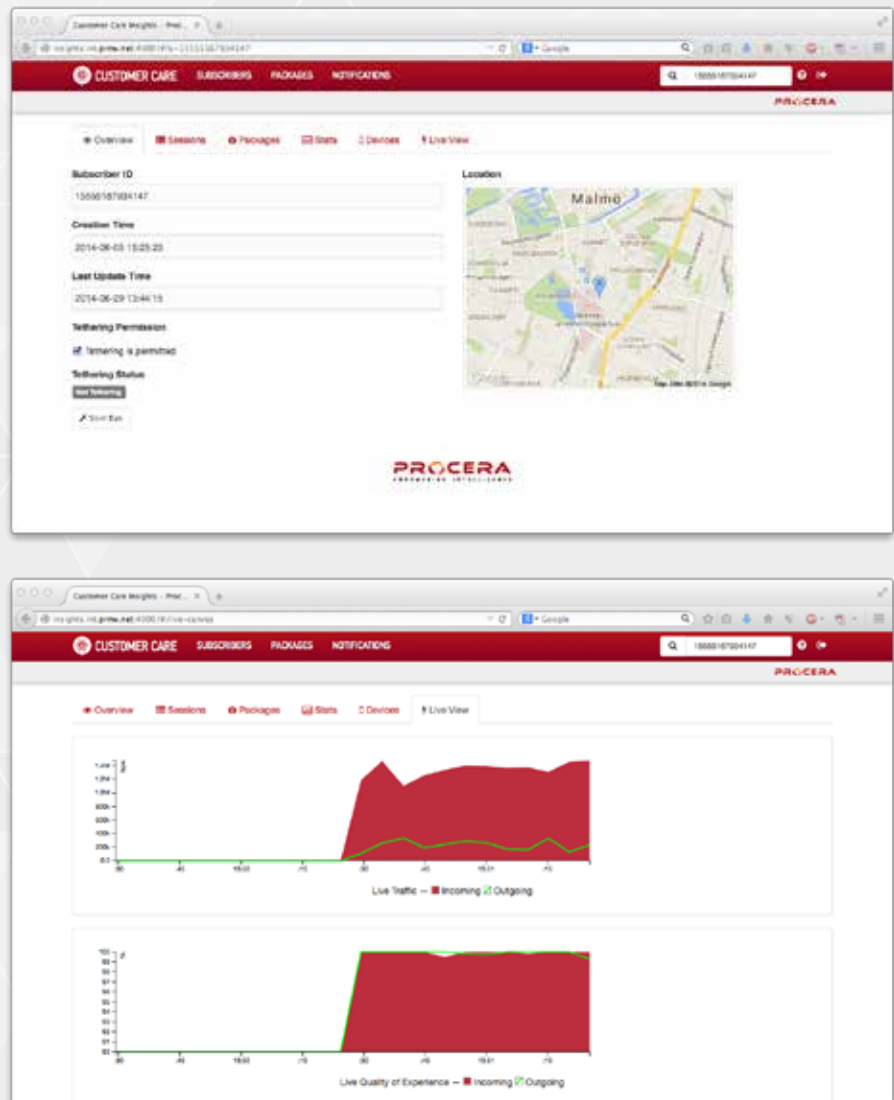
ABOUT PROCERA NETWORKS

Procera Networks, the global Subscriber Experience company, is revolutionizing the way operators and vendors monitor, manage and monetize their network traffic. Elevate your business value and improve customer experience with Procera's sophisticated intelligence solutions. For more information, visit proceranetworks.com or follow Procera on Twitter at @ProceraNetworks.

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