

# MaverIQ:

# Assuring CSPs' Ability to Deliver a High Quality Customer Experience





## Customer Experience Management

is a customer-centric approach to optimizing quality of experience and service, the best way to retain subscribers and prevent churn. RADCOM's virtual probe-based MaveriQ solution helps CSPs (Communication Service Providers) proactively assure and maintain top-level customer experience. This is essential for day-to-day network management. It is critical when launching new services or migrating to new network infrastructure, assuring a smooth roll-out while continuously maintaining high quality customer experience.

The MaveriQ multi-technology vProbe-based solution collects and correlates user data for a full picture of customers' real-life experience. With many services like VoLTE running through multiple parts of the network, CSPs need full end-to-end visibility, avoiding any blind spots into user experience or network service performance.

RADCOM's MaveriQ CEM (customer experience management) tools use data captured from multiple data sources for all subscribers 24/7, to create a QoE index (quality of experience) that represents the voice of the customer. This QoE index is calculated for a single subscriber, as well as aggregated for handsets, applications, geographical locations, network elements, such as MMEs and for application groups, such as APNs. The QoE index forms the basis of RADCOM's CEM solution and provides

CSPs with a clear and unified view of their customers' experience across multiple services such as streaming video, voice, VoLTE, web browsing, and OTT services, running over a wide range of technologies.

MaveriQ is software-based and NFV-ready, helping CSPs to manage the exponentially increasing data explosion without the need to deploy expensive hardware. CSPs can view unified quality of experience dashboards across physical, hybrid and virtual networks.

Typically, a CEM deployment requires investing substantial amounts of both time and money in a solution that requires multiple-system integration, often including third-party probes. With RADCOM's modular CEM offering, CSPs can purchase only the tools that fit their specific needs. For example, a CSP may want to focus on assuring customer experience for roaming traffic, which brings in significant revenue streams.

Using real-time big data capabilities, MaveriQ employs a comprehensive array of methodologies and metrics, including both ready-made CSP workflows and the ability to build and manipulate individual reports and scenarios, to continuously analyze service performance and quality of experience, yielding detailed, objective insights into customer experience. MaveriQ's enhanced correlation capabilities offer full end-to-end network visibility across technologies, with the ability to drill down for root cause analysis and troubleshoot at the session level: the best way to reduce diagnosis and remediation time.

RADCOM's MaveriQ centralized CEM solution offers actionable intelligence in a single interface, enabling proactive improvement across multiple departments, for market-leading excellence in customer experience and satisfaction across all CSP products and services, both new and established.

# MaveriQ Applications

Use RADCOM's suite of applications to help boost network performance, customer satisfaction and retention, and revenue. Below is a sample of the many ways CSPs can benefit from RADCOM's solution.

	What can it do?	Use case examples
 <b>QVIP</b> Take constant care of your VIPs	Assure your VIP subscribers' customer experience	VIP dashboard shows low utilization of LTE network for premium VIP group. Drill down to see which subscribers have zero LTE connectivity. Possible solution: provision affected subscribers to allow connection to LTE network.
 <b>QiCare</b> Your customers expect more!	Rapidly resolve customer care calls	Subscriber calls and complains of slow browsing. QiCare shows that subscriber has exceeded data quota. View high data use applications. Possible solution: customer care representative recommends upgrading data package or advises which applications should be used less.
 <b>QMyHandset</b> Know what customers are using	Identify mobile devices for problem-solving, sales and marketing	Network connectivity for popular smartphone drops suddenly. QMyHandset indicates issue coincides with global operating system upgrade. Possible solution: SMS sent to subscribers advises them to make configuration change to device.
 <b>QAlarm</b> Keeping an eye on KPIs	Track network performance and service KPIs with automated alarms	Quality engineer receives critical alarm of a significant drop in customer experience. Possible solution: use QTrace to isolate, analyze, and find a solution to the issue.
 <b>QTrace</b> Track down issues in real time	Trace calls and troubleshoot subscriber issues quickly	Call escalated from Tier 1 customer care: subscriber can't connect to the network. View detailed session in QTrace for root cause analysis. Possible issues: subscriber may have a post-paid plan with an authentication error.
 <b>QRoam</b> Make the journey better	Improve roaming revenue	Outbound roamer purchases data roaming package before trip. QRoam analyzes quality of experience for outbound roammers to prevent refund-based revenue leakage.
 <b>Marketing Analytics</b> Correlating customer connection	Provide customer usage trends across multiple touchpoints	Marketing Analytics tool shows top used websites for subscriber groups. Products and Marketing departments create new revenue-generating unlimited data plan for most popular social websites.
 <b>QExpert</b> Reporting for duty	Advanced options for pre-defined reports	QExpert shows increase in dropped sessions. Drilldown to isolate the offending release cause, and the most affected subscribers, cells, and devices.
 <b>QCell</b> Uncap your cell capacity	Analyze and optimize QoE by location	Identify overutilized cells in nightlife district after office hours. Possible solution: increase cell resources, then verify that the quality of experience for those cells has improved.
 <b>QInsight</b> Take a deep dive into data	Enhanced self-BI analytics dashboards and visualizations	Planning manager creates near-instant drag-and-drop dashboard to display VoLTE service volume per region. Resulting data is immediately presented to upper management in the form of multiple map-based, graph-based, and other customized visualization options, enabling quick and well-informed decision-making.

For more details, and for the full set of RADCOM tools, see [www.radcom.com/products](http://www.radcom.com/products)

# Why Choose MaveriQ?

CSPs need to assure seamless, high-quality service levels, especially at this time of explosive growth, massive network and coverage expansion, and rising demand for excellence in customer experience, all while juggling new and changing technologies. The best way to do this is to keep a close and steady eye on networks and subscribers in action, in order to see and recognize problems before they affect subscribers, and to fully understand the next best steps for product, marketing, and customer service departments to take. MaveriQ offers a continuous, comprehensive view of service in a unified, real-time interface: its powerful advantage during this transitional period is a combination of future-proof virtualization readiness, and legacy compatibility for physical and hybrid networks. This is an unparalleled opportunity to set up a service assurance and customer experience solution that works now, while preparing the path to virtualization.



- Radically reduce your CAPEX and OPEX even as your network grows
- Big Data marketing analytics compatible: completely scalable built-in architecture
- Cloud-native and fully NFV-ready, right now: most parallel solutions are not
- Agile, flexible, and infinitely scalable: self-adapts to network conditions and automatically deploys, replaces, or adds resources on an as-needed basis
- Lightning fast: it utilizes software-only automated deployment via NFV orchestration
- Truly multi-tech supportive: monitor LTE, VolTE, WiFi, VoWiFi, 3G, IMS, SIGTRAN, and fixed or mobile broadband with ease, flowing all KPI and KQI user plane and control plane data into a unified view via its comprehensive dashboard suite
- Preventive monitoring and testing will keep subscribers satisfied, and help CSPs earn subscriber loyalty through proactive troubleshooting and maintaining high-level QoE: more intelligent, advanced customer care means a decrease in churn



Please feel free to contact RADCOM, or request that we contact you. RADCOM offers customized solutions for many business needs.

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