

# SmartCX

## On-device Customer Experience Analytics





## SmartCX delivers customer experience analytics and service performance via an on-device measurement approach

The 'silent majority' never complain, they just churn. To prevent this churn, visibility into customer quality of experience (QoE) is required. SmartCX captures the actual data, voice, coverage and subjective experience of each mobile or fixed broadband user. It shines a spotlight on true network service performance and user quality of experience, and reports in near real-time. This enables mobile operators to quickly identify, verify and resolve individual customer affecting issues as well as understand user behavior across all network technologies.



### Focus on your customers

Evolve from a network focus to becoming truly customer-centric



### Improve your customer service

Identify, verify & resolve customer experience issues at first contact



### Crowdsourced view of QoE

A 360° view of your service as experienced by your customers

## Why an on-device approach?

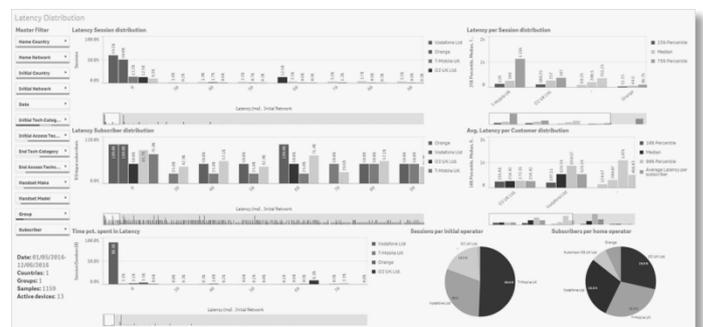
- On-device agents capture the real voice of the customer, anywhere, at anytime, including historical blind spots such as when on WiFi, roaming, or out of coverage
- Deliver accurate location and timing, across all technologies
- Work on virtually every device: Android, iOS, Windows and MacOS
- Crowdsource network QoE and user interaction insights
- Fast rollout to wide user base by linking SDK into existing apps, or branded versions of TEOCO standalone apps

# SmartCX



## The Software Client

- SmartCX can be deployed as a standalone app or as an SDK inside an existing app for more reach and insight into a rich and diverse user base
- Based on open APIs from Android, iOS, Windows and MacOS to provide consistency in metrics and meet manufacturer approval guidelines
- Uses less than 1% of handset memory and CPU and minimal data transfer volume



## Visibility delivers actionable intelligence

### Session/passive measurements

Data sessions, voice calls and in/out of coverage service status

### 'Off-net' measurements

Wi-Fi or roaming, SIM swappers and white-spots covered by competition

### Scheduled active measurements

DNS resolution time, Ping, Reachability, FTP and HTTP

### Voice of the customer

Customer Experience Index, questionnaires and free text

## Use Cases Across the Organization

SmartCX delivers use cases across the breadth of the business providing everyone with a view of customer quality of experience based on a common data set.

Reactively support customers when they call with experience issues  
Proactively call customers who had poor experience



**Customer Service**



**Sales & Marketing**



**Executive Management**



**Service Operations**



**Planning & Optimization**

Customer Experience measures in Balanced Scorecard  
Consolidated view of VIP & Enterprise customer QoE

Prioritize optimization according to customer QoE  
Map and improve areas where users frequently experience problems

Real user experience insights to drive NPS improvement and upsell  
Improve NPS: monitor experience across each Enterprise

Customer Experience monitoring during upgrades  
See the real experience per Roaming Partner

# ABOUT TEOCO

**TEOCO is a leading provider of analytics, assurance and optimization solutions to over 300 communication service providers (CSPs) worldwide.**

Our solutions enable the digital transformation of CSPs while enhancing their network QoS, improving their customer experience and reducing their operational costs.

Through advanced analytics, TEOCO products provide actionable and measurable insights into network and customer behavior. This includes the optimization, effective monetization, and delivery of new and existing services, such as 5G.

Our commitment to network flexibility and agility makes TEOCO the obvious choice for CSPs looking to maximize the revenue potential of 5G investments and capitalize on new opportunities tied to the emerging Internet of Things (IoT).



**Global  
Footprint**



**Extensive  
Portfolio**



**Proven  
Solutions**



“TEOCO is bridging the gap between operations functions, particularly traditional engineering, planning and network optimization, and the business-defining monetization functions of revenue generation, customer experience, and margin management. Stratecast believes this makes TEOCO a company to watch.”

- Stratecast, Frost & Sullivan