

## **Enabling Mobile Operators to retain and grow mobile broadband subscriptions with unrivalled service performance and superior care**

Mobile operators are anticipating the success of mobile broadband on laptops to drive revenue growth. With expected increases in mobile broadband capacity, coverage and speeds, and the success of embedded modems and external dongles for laptops<sup>1</sup>, they are confident they can compete with fixed broadband providers and deliver one broadband package for home and on-the-move. The next evolution of mobile broadband – high speed 21 Mbps mobile broadband – is due to be introduced this year and mobile operators will be investing significantly in marketing campaigns to attract users' to this mobile broadband service. Mobile operators shouldn't forget what has happened in the past when introducing new services. Today's discerning and demanding consumers expect always-on access to services at optimal performance.

### **Presenting the next level of customer insight**

At CIQUAL we are dedicated to helping mobile operators continually deliver the highest levels of service and performance with unique real time customer insight on mobile broadband. Some of the world's leading mobile operators are using CIQUAL's Session Insight system to check the service performance delivered during mobile broadband take-up and growth. Session Insight is loaded onto every mobile broadband customer's laptop via the dongle or via an email message sent to the customer. Session Insight captures the per-session experience of each user in real time. Integrated measurements from the laptop client and network-based servers generate key customer indicators such as throughput, latency and packet loss. The customer experience information is then accessed via user-friendly, non-technical web interfaces by front line customer care and Tier 2 service teams to deliver the best possible proactive and reactive care to their customers.

With Session Insight, customer care personnel can quickly resolve calls received from mobile broadband customers who are experiencing service issues, limiting the need to involve the more technical Tier two service team. Furthermore, a proactive care service can be offered to high value customers where customer care personnel can contact the customer to highlight a problem they have been facing and ensure the customer that the problem is being investigated. This assures a positive experience that delivers a strong business case for a mobile operator's customer retention strategy.

Session Insight is also helping data card and dongle manufacturers during the test phase of their product with intelligence that can be used to further increase their product's performance and market readiness. This work includes 21Mbps mobile broadband devices and benchmarking against competitor's devices.

CIQUAL offer the Session Insight System as either a fully purchased solution with additional ongoing support or as a monthly managed service that includes support.

CIQUAL was founded in 2007 and is focussed on delivering the most accurate, real-time, dynamic view of mobile broadband user experience. [www.ciqua.com](http://www.ciqua.com)

Tom Walls is Chief Executive Office at CIQUAL. Tom brings over 20 years leadership experience in the telecommunications industry, has run businesses that delivered best-in-class mobile and fixed line solutions, and governed M&A deals and divestitures.

John McElroy is Vice President of Operations at CIQUAL. John has worked in the telecommunications industry for the last 30 years in a variety of different roles covering Operations, Marketing and R&D. John has put his experience to good use helping technology start up businesses secure funding.

David Bonner is Vice President of Marketing at CIQUAL. David has 15 years sales, marketing and engineering experience in the telecommunications industry and holds three patents in mobile communications.

For more information about CIQUAL and the Session Insight system, please contact David Bonner, Vice President Sales & Marketing on +44 (0)7917 701551 or email [press@ciqua.com](mailto:press@ciqua.com)

<sup>1</sup>. Gartner Wireless Data Cards and Embedded Modems Worldwide 2005-2012 Report