

# Empowering Mobile Broadband Customer Service

Now Customer Service teams can respond effectively to subscriber enquiries, deliver fast resolutions, and reduce Tier 2 service effort

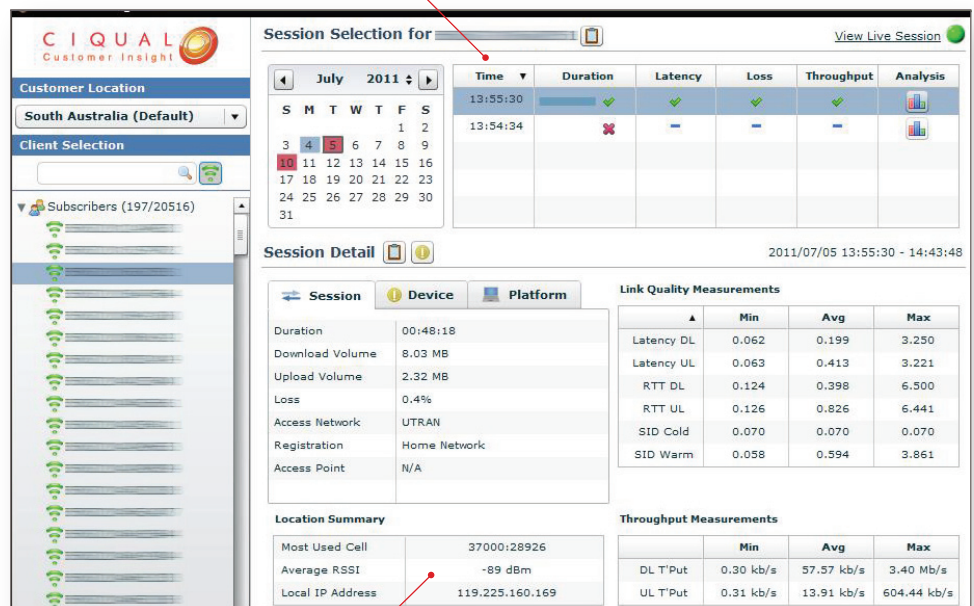
Developed to optimize the efficiency of Mobile Operator's Customer Service, Ciqua's Session Insight solution provides the essential information required to address Mobile Broadband issues quickly and reliably. By capturing each user's actual broadband experience, Customer Service Representatives can easily access the user's real-time and historical records to enable an accurate, first-time-fix of any issue relating to network performance, device performance, user expectation, settings errors, accessing content, and much more.

Session Insight measures the actual per-session experience of each Mobile Broadband user via a software client deployed to the user's mobile device. Measurement results are posted in real-time to the Session Insight server and then processed into a web-based Customer Care interface. Measuring at the end-user device ensures that the most accurate view of the user's experience is captured, and gives Customer Service Representatives invaluable insight when addressing mobile broadband issues.

What's more, the real-time measurement feed allows your Customer Service Representatives to discuss current mobile broadband performance while the customer is on the call, improving customer relations and satisfaction.

## Reduce the Average Hold Time of Mobile Broadband calls

Session Insight automatically identifies the time and location of the customer's network and service issues, enabling the Customer Service Representative to immediately begin fault resolution process. This not only reduces the time of the call, it reassures the customer that your service is reliable and up-to-date.



The screenshot displays the Ciqua Session Insight web interface. On the left, there are navigation panels for 'Customer Location' (set to South Australia) and 'Client Selection' (showing 197/20516 subscribers). The main area is titled 'Session Selection for' and includes a calendar for July 2011 and a table of sessions. One session at 13:55:30 is highlighted with a green checkmark, indicating a successful connection. Below this, the 'Session Detail' section provides comprehensive data:

Session	Device	Platform	Link Quality Measurements		
Duration	00:48:18				
Download Volume	8.03 MB		Latency DL	0.062	0.199
Upload Volume	2.32 MB		Latency UL	0.063	0.413
Loss	0.4%		RTT DL	0.124	0.398
Access Network	UTRAN		RTT UL	0.126	0.826
Registration	Home Network		SID Cold	0.070	0.070
Access Point	N/A		SID Warm	0.058	0.594

Additional sections include 'Location Summary' (Most Used Call: 37000:28926, Average RSSI: -89 dBm, Local IP Address: 119.225.160.169) and 'Throughput Measurements' (DL T'Put: 0.30 kb/s, 57.57 kb/s, 3.40 Mb/s; UL T'Put: 0.31 kb/s, 13.91 kb/s, 604.44 kb/s).

## First-call-fix of customer issues

With immediate access to the customer's mobile broadband performance history, Customer Service Representatives have a breadth of information – including device change history, radio and IP performance records by location and service test measurements – to resolve the issue on the first phone call.



## Session Insight at a glance

### KEY BENEFITS

- Reduce Average Call Hold Times by more than 20%\*
- Reduce Time to restore service by over 50%\*
- Reduce rebates given due to poor service by over 50%\*
- Reduce No-Fault-Found device returns by over 50%\*
- Reduce the volumes of trouble tickets passed to Tier 2 and 3
- Use as a competitive selling tool to highlight superior Customer Service versus your competitors
- Addresses most common Mobile Broadband problems, including Connected but cannot browse, wrong APN setting, Radio and IP network performance problems and user perception issues

(\* as measured in real customer deployments)

### KEY FEATURES

- Historical record of all Mobile Broadband uses by every customer
- Web-based interface ensures scalability and accessibility in multiple Call Centre locations
- "Test Now" feature enables Customer Care Representatives to perform a line-test to the mobile customer
- System server can be hosted by Ciqua in the Cloud or hosted in your Data Centre
- Client operates unobtrusively on end-user device, requiring no interaction from the user
- Client uses less than 1% of mobile device resources, including battery life and processing power
- Secure client-server data transfer to ensure no data privacy implications
- Client deployment options include packaging inside device prior to shipment, download via App Stores or download from web-pages

While Call Centre processes have evolved to confidently resolve Voice Call and SMS related issues, the rapid growth of Mobile Broadband means new tools are required. By providing immediate access to the customer's mobile broadband performance history, Session Insight now enables your Call Centre Representatives to control the customer conversation and confidently resolve customer issues.

If you'd like real time insight into your mobile broadband service and want a demonstration of Session Insight, call us on:

+44 (0) 1317180800 or email us at [info@ciqual.com](mailto:info@ciqual.com).



### About CIQUAL

CIQUAL is focussed on delivering the most accurate, real-time, dynamic view of mobile broadband user experience. We are dedicated to helping mobile operators continually deliver the high levels of service and performance expected by today's demanding consumers.

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