MasterClaw Customer QoS/SLA Monitoring

Reliable, essential customer information – in an instant

Introduction

For your key customer accounts, what's the best way to increase customer loyalty? Anritsu's active and passive Service Level Agreement (SLA) monitoring tools provide the most reliable, end-to-end data available – giving you the objective business intelligence you need to reduce churn and make sure you meet your commitments.

Take complete control of your service quality

Providing up-to-the-minute visibility of end-to-end service quality, the MasterClaw Customer QoS/SLA Monitoring solution puts you firmly in control.

Enabling you to understand the service quality your customers experience as specified in customer-specific SLAs, the Customer QoS/SLA Monitoring solution lets you prove that you're truly living up to all the terms of your agreement. Combining historical reporting with real-time data overviews, the solution monitors SLA compliance across multiple services – so you can resolve problems immediately before they become problems for customers – and ultimately maintain superior service quality.

Core solutions areas

Each of our solutions has been designed to maximize the profitability of your existing infrastructure and meet the demands of the future. Operators can examine customized data views through an intuitive, web/browser-based portal, turning complex, technical network data into understandable operational information. Naturally, our OSS solutions are complemented by a full range of professional services.

Key Benefits

- Provides an instant, objective view of complete service quality

- Gives you the customer-centric view of service usage

- Monitors your SLAs in real time

- Provides the analysis to up-sell and cross-sell your services

- Proactive, early notification of customer service quality-related issues

Features

- End-to-end service quality visibility for specific customer accounts

- Combines historical reporting and real-time data overviews with trends and forecasts of service performance

- Unique combination of intrusive and non-intrusive monitoring

- Monitoring of perceived end-user quality of voice and video services via MOS scoring

- Flexible web portal supporting customized views

- Drilldown capabilities to historical signaling data for instant troubleshooting

Solution Overview

The accuracy your key accounts depend on

Whether you're a sales manager, network technician or customer service representative, using the solution's flexible web-based portal and data warehouse, you can easily customize Key Quality Indicators (KQIs) for individual SLAs. You have access to the precise data you want, when you want it. The Customer QoS/SLA Monitoring solution covers Key Performance Indicator (KPI) data for multiple services (such as voice, SMS, data content and access services) offered as part of a bundled end-user product. You get the most accurate end-to-end overview possible – valuable reassurance that you're meeting your service quality obligations.
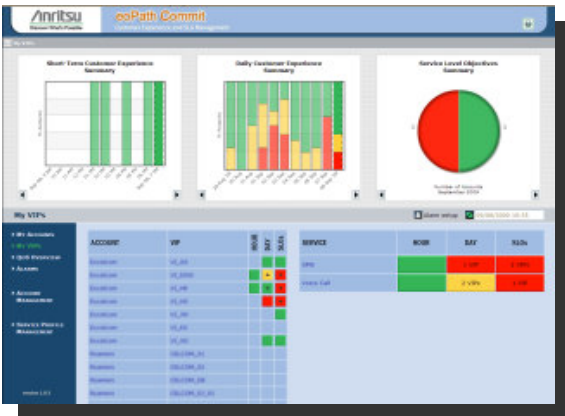

Figure 1: Key Accounts view in eoPath Commit

Better customer service = Improved customer satisfaction

It's a simple equation. Maintaining and improving your quality of service helps you maintain and expand your customer base. Through delivery of high service quality, fast resolution of service problems and efficient SLA reporting, the Customer QoS/SLA Monitoring solution assists you improve customer satisfaction.

Thanks to Anritsu's ability to actively monitor perceived end-user quality of voice and video services using MOS scoring, you get a true view of your customer's experience, helping you score top marks when it comes to service quality management. By detecting SLA violations and identifying the root causes of service degradation, service problems can be resolved fast.
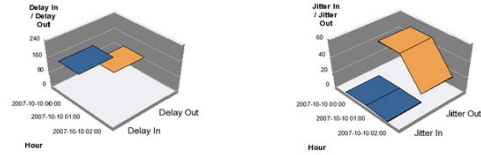

Figure 2: End-to-end monitoring of voice quality using MOS scoring.

Designed to help you exceed customer expectations, the Customer QoS/SLA Monitoring solution makes it easy to keep your customers coming back for more, reducing the temptation to switch operators. Ultimately, you'll find that our solution gives you the tools to complement the traditional, network-centric management model with customer and service-based management.

The secret is better sales strategies

Easier trend analysis and forecasting of service performance enables you to proactively up-sell and cross-sell value-added services. With an in-depth knowledge of usage patterns, you can make informed, targeted decisions and introduce new service offerings that actually meet your customers' needs.

The Customer QoS/SLA Monitoring solution also helps reduce your operational costs through better information flow across network operations, service operations, sales and marketing and customer care.

Exceptional network insight, an innovative attitude and close, flexible working relationships with our customers – our customer QoS/SLA monitoring solution helps make you uniquely competitive.