

eoPath A-CEM™

Holistic view on Customer Experience

Introduction

eoPath A-CEM™ provides relevant information on operators' customers, their behaviour and the quality of service within minutes anytime. The solution answers questions such as **who** is using, **what** services, **how much**, **where**, **when**, on **which** device – and what is the actual quality of service provided to customers. The information is available in a previously unseen way, which allows users to drill down to information from any angle with a few mouse clicks.

eoPath A-CEM™ is based on AITO's award-winning CEM solution and integrated into the MasterClaw® and eoPath™ framework. In practice, Advanced CEM collects data directly from a network and customer data bases, combines it into applications built for specific operator challenges, and enables application users to analyse the information from any angle and granularity. The outcome of the analysis is used for actions such as up-selling or fixing problems preventing the operator from generating revenue.

The application is designed to provide accurate and up-to-date answers to operators' key business questions. eoPath A-CEM™ provides a holistic view on an operator's customer base and the activities customers carry out in their daily lives

eoPath A-CEM™ allows users to view the living business from all relevant angles with the required level of detail: customer segment, demographics, ARPU, device, service, trends and problems, just to name a few. The information is available within minutes anytime – and the analysis angle can be changed within seconds with few mouse clicks.



Key Benefits

- Increase your revenues by reacting to up-selling and cross-selling opportunities, and by eliminating service usage bottlenecks
- Improve operational efficiency through having instant access to relevant information at all times, and by reacting rapidly to sudden customer behaviour and harmful quality changes
- Increase profitability by conducting the above mentioned actions as an ongoing process
- Get a full view of the overall business and speed the decision making with the help of the powerful analytics from Anritsu

Key Features

- Select any angle point for analysis and drill down to any selected perspective such as customer segment, location, device or service
- Revenue and lost revenue viewpoint for understanding where and why the gains and losses are made
- Fast deployment allowing to see tangible business benefits practically overnight

Application Overview

Holistic view on Customer Experience

eoPath A-CEM™ provides a holistic view of customer experience by combining all key information available in your network regarding your customers and their service usage experience.

Top management

Top management can get an easy access to full and up-to-date picture of their business. Information is presented from revenue point of view making it possible to relate service usage and customer experience directly into monetary terms.

Product management

Product managers can understand the usage patterns, trends and cause and effect among customers, devices and services.

Segment management

The possibility to slice-and-dice information from different viewpoints enables segment managers to get insights into their customers, as well as their interests, dislikes, usage and customer experience.

Sales and marketing

Sales and marketing can plan targeted activities to customers and easily measure the success of those activities.

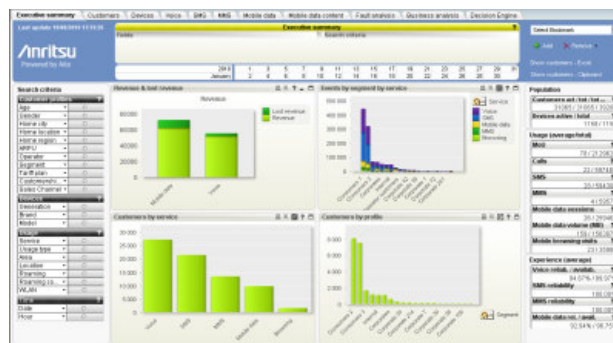
For example, it is easy to spot new interesting micro segments, or see whether a certain marketing campaign is having desired effect on the target user group.

Network Operations

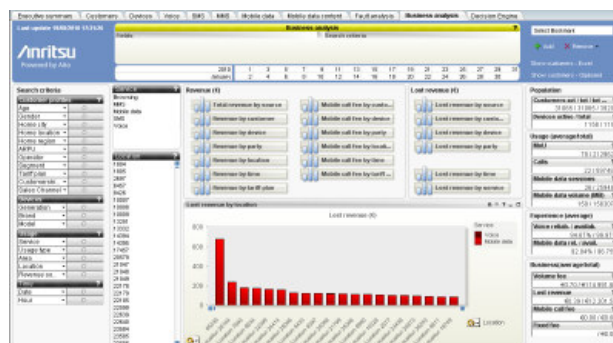
The ability to prioritize problems based on their impact to customer experience puts network operations into position of placing their troubleshooting and planning efforts to where it matters most.

Feature overview

Customer Experience and usage Analyzer allows users to browse and analyze customer behaviour and quality of service within mobile voice, SMS, MMS, WAP, Internet and mobile data, as well as WLAN voice and data.



Business Impact Analyzer helps understand revenue and lost revenue sources. It provides users with visibility to revenue and lost revenue generated from the following perspectives: service, customer segment, device, country or network, location and time



... and much more ...

Contact Anritsu to learn more on features such as Trend Analyzer, Fault Analyzer and Decision Engine for discovering how to become more profitable by using the capabilities of Advanced CEM solution.

