



Introducing Network QoE Monitoring Optimisation

INTRODUCTION

This case study is based on what was experienced by a European Mobile Operator that is monitoring QoE on its live Network. The profiled Operator has asked to have their name blinded to protect their confidentiality.

CHALLENGES

The main challenges that led the profiled company to evaluate and ultimately select SmartViser's solution to resolve were:

- Difficulty in measuring real-life/live network performance
- Current measurements with simulators do not reflect the actual user experience
- The existing solution was locked to certain hardware and was too costly and time-consuming to expand the scope of testing and adding new KPIs

CASE STUDY

Northern Europe Mobile Network Operator

VERTICAL

Telecoms

INDUSTRY

Wireless Communications Services

EMPLOYEE

201 - 500

SOLUTION

viSer Network solution was selected with an Audio MOS add-on package and the following KPIs were measured:

- Call Performance (2G, 3G, VoLTE, VoWiFi) including WhatsApp
- Voice Quality (2G, 3G, VoLTE, VoWiFi) including WhatsApp
- Data Performance (2G, 3G, 4G)
- VoLTE, VoWifi • Web browsing fluidity
- Network benchmark. Compare with competitors MNVOs & MNOs
- Field testing in high-speed trains and specific drive routes to understand mobility network performance

RESULTS

Within this context, SmartViser has helped the company achieve the following results:

- Improved network performance on areas the competition was offering a better service
- Better Management of the VoLTE and VoWiFi rollout
- Conduction of a study to measure impact of calls quality on delivered customer service quality
- Significant cost reduction by maximization of test simulators and existing complex hardware set-up efficiency

"We are very pleased with the SmartViser's results, also we were able to choose the devices and monitor all the most important KPIs that impact the end-users QoE"

KEY BENEFITS

- **Ease of use**
- **Device agnostic approach (possibility to choose devices close to what most end customers are using)**
- **24/7 operation**
- **Scalable, no additional equipment, no footprint on existing test environment**
- **Comprehensive visual reports**
- **Automated assessment on audio scores by recognised standard POLQA without any user input**