

NetEx Genie

CUSTOMER NETWORK EXPERIENCE ANALYSIS

Customer network experience analysis is the art and the science of using transactional event records to measure the customer network experience. This is one analytical area where we always learn more from failures (dropped calls, delayed text messages) than from successes.

Network Analytics

The analytical possibilities using network event records are endless, as long as the data elements exist in the event record. The standard layer of analytics from Aperio's NetEx Genie covers four major categories:

- Cell Tower Analytics – Comprehensive reporting of network metrics by each cell tower, with rankings
- Time of Day/Day of Week Analytics – complete measurement of network behavior by time of day and day of week
- Call Type Analytics – completion and abnormal termination by call type (including destination), SMS, MMS and data
- Customer Analytics – per customer, the network experience index.

The outputs include standard reports - access to data via Microstrategy and Business Objects and formatted data sets.

Features and Benefits

- Identify customers who experience a higher number and percentage of dropped calls, delayed text messages and poor access to data and remedy the problems before they switch carriers.
- If NetEx Genie notices a pattern of dropped calls in a particular area, you can send a text message to the customer stating: "We noticed that you have experienced a number of dropped calls in the location of Springfield. Rest assured, we are working on the problem and should have it resolved shortly."
- Identify areas where your competitor has bad service.

