



## Perfecting the Internet User Experience in Every Connected Home

Home internet use continues to grow at a blistering pace accelerated further by the Corona pandemic. Schools are moving to remote learning; workplaces are adopting permanent work-at-home policies; shopping, entertainment and so many other activities are rapidly expanding online.

The role of the Internet Service Provider has become vital to our digital transformation. But ISPs are having trouble keeping up. They need better technologies and tools to provide the consistent, unhampered Quality of Experience that home subscribers demand 24/7.

Today, ISPs are unable to see what devices and services (gaming, streaming, video conferencing, etc.) are operating in the home at any moment. They are unable to measure the experience of millions of users. They have no way to know when to engage proactively with their subscribers and are unable to react efficiently and effectively to inevitable problems. They have insufficient access to a wealth of data insights about their user base, its trends, its challenges, and its preferences.

### New Technologies in the Service of ISPs

Veego's SaaS solutions employ innovative technologies (AI, Big Data Analytics, Machine Learning, unique Global Signature Library, and others) that are changing the world of ISP Customer Care and Subscriber Experience.

### The Solution Suite

The four individual solutions of the native-SaaS Veego Solution Suite deliver full visibility into the connected home while automatically detecting, analyzing and resolving problems. Collecting big data from the continuous operation of home routers globally, Veego enables NOCs and Operations staff to glean unique, highly useful demographic, usage and experience insights from their subscriber base. Marketing personnel can understand the QoE from the subscriber perspective, fortified with valuable suggestions to maximize it.

### Highlights

- Gives ISPs end-to-end visibility across the entire service delivery chain including devices in the home, WiFi, router, last mile, WAN and service cloud server
- Measures QoE of in the context (device type, service type: gaming, streaming, browsing, etc.) of every internet session
- Automatically detects, analyzes, and often resolves problems autonomously or provides easy-to-follow instructions for subscriber Self Care
- Arms CSRs with root-cause analysis and location of problems — within and beyond the home — and effective suggestions for prompt resolution
- Enhances engagement with subscribers via their channel of choice
- Enables Proactive Care and personalization of the Connected Home experience
- Delivers actionable insights of internet usage, trends, events, history and more across any user segment
- Allows profiling and segmentation of the subscriber base enabling customized product offerings per home

Solution	Description
<b>Smart CX</b>	<p><b>Enables ISPs to know the Customer Experience of every internet session in every home</b></p> <ul style="list-style-type: none"> <li>• Complete visibility into the Connected Home: topology, usage profiles and trends</li> <li>• Home metrics: Continuous context-aware scoring of the QoE of every device and service per their connectivity needs</li> <li>• Event tracking: Collection of all events that take place with devices, services, and sessions</li> <li>• Analysis of recurring and persisting issues to spot trends and issues affecting individuals and groups of subscribers</li> <li>• Proactive Care based on actual QoE in the home to recognize subscriber frustration and pre-empt churn</li> <li>• Embellished subscriber engagement over multiple channels to reduce churn and enable personalization</li> </ul>
<b>Smart Care</b>	<p><b>Improves the effectiveness and cost structure of ISP Customer Care</b></p> <ul style="list-style-type: none"> <li>• Automatic detection of QoE problems and their root-cause, within and beyond the home</li> <li>• Auto-remediation of many problems</li> <li>• Effective recommendations delivered to end-users for Self Care (when enabled by the ISP)</li> <li>• Delivery of prompt problem reports, analyses, and actionable recommendations for problem resolution to Tier 1-3 customer care</li> <li>• Shortened support calls and improved first-call resolution</li> <li>• Immediate feedback to on-site technicians quantifying the effectiveness of their interventions</li> </ul>
<b>Smart Operations</b>	<p><b>Presents ISP Operations and NOCs with deep insights into actual subscriber experience</b></p> <ul style="list-style-type: none"> <li>• Large-scale analyses to discover the effects of policy and network changes on actual QoE over time</li> <li>• Distinguishes homes that are in good shape and those that are suffering</li> <li>• Delivers actionable insights by problem, device type, service type, event, population segments, and more</li> <li>• Customizable views for tracking trends and KPIs (buffering, slowness, glitches, etc.)</li> </ul>
<b>Smart Marketing</b>	<p><b>Turns support calls and insights into revenue generators</b></p> <ul style="list-style-type: none"> <li>• Profiling and segmentation of the subscriber base by trends, events, geography and more, creating groups of likely buyers for proactive campaigns</li> <li>• Product personalization per home</li> <li>• Intelligent alerts recommend lucrative upsell/cross-sell opportunities tuned to the ISP's offerings</li> </ul>

