

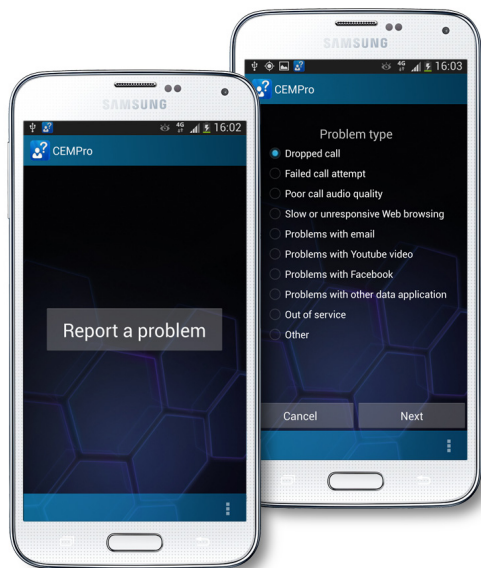
# Nemo CEM Observer

# Anite

## Powerful in-depth CEM troubleshooting

Customer Experience Management (CEM) is one of the hottest topics among mobile network operators at the moment. Operators are motivated to evaluate the service level experience of their customers as high Quality of end-user Experience (QoE) is one of the key factors for keeping customers loyal.

Nemo CEM Observer is an in-depth troubleshooting solution for monitoring mobile services real-time from the customer perspective. It is the first step towards bringing drive test level diagnostics data into the CEM domain, thus enabling the root cause analysis of user experience problems.



# Nemo CEM Observer

## Drive test level CEM data

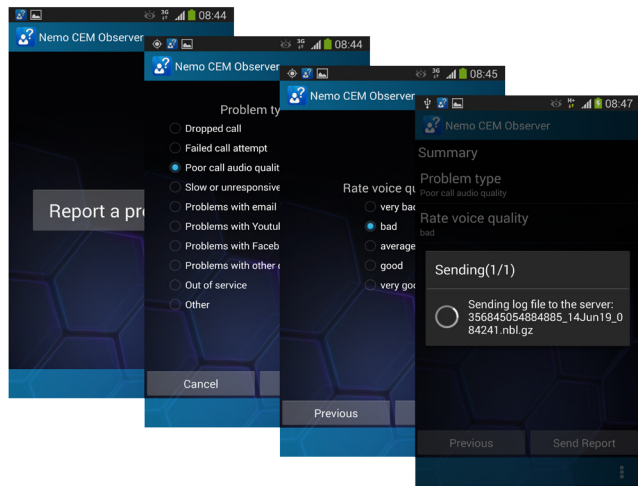
Anite's vision is to combine CEM application-level data with drive test level data - to bring CEM diagnostics data analysis to a fully new level and to improve operators' CEM diagnostics processes.

Nemo CEM Observer is a powerful CEM troubleshooting tool for analyzing wireless network performance and services from the end-user point of view. With the Nemo CEM Observer toolset operators can discreetly collect drive test level diagnostics data directly from their customers' smartphones and use that data to run root cause analysis of user experience problems.

Nemo CEM Observer solution consists of field units or clients running on commercial Android smartphones and backend servers to collect and process data and to configure the clients. With the proven post-processing tool, Nemo Analyze, the collected data can be efficiently analyzed and visualized from the big picture to the tiniest details of individual customer experience issues.

### Benefits

- Become aware of network coverage and service weaknesses perceived by real customers.
- Ensure sustained quality of service (QoS) for voice, high speed data, and any 3G data service.
- Increase customer satisfaction and reduce customer churn through service differentiation.
- Enhance network quality by accurately spotting problems in the defined network location
- Offers an efficient way to enhance network and service availability and reliability on selected area and target customer groups
- Direct impact on customer satisfaction and customer loyalty



## New level of CEM data analysis

Important questions for operators to consider when setting up CEM measurement systems are: How to detect problem spots in the network just as customers experience them and how to resolve the problems efficiently and accurately?

Most CEM tools running on the end-user devices provide both accurate location information and sufficient measurement data, and they are on the spot no matter when and where the problems occur. However, application level CEM analysis does not address all aspects that affect QoE. Nemo CEM Observer gives engineering-level visibility to mobile network data which can be used to detect the root causes of customer experience issues, typically caused by the network. Nemo CEM Observer brings in-depth troubleshooting into the field of customer experience management.



# Use Case

## Reduced subscriber churn

### Challenge

Operator's main corporate customer complains about issues, dropped calls and poor service, on their campus of 300 employees. As a restricted corporate office building, the operator has no access to the problem spots.

### Solution

Operator deploys ten Nemo CEM Observer units to users on the campus. When a problem occurs, user reports the issue to customer support with Nemo CEM Observer.

Data is collected to a cloud service from where it is post-processed and analyzed. The root cause of the problem is revealed quickly and the network is fine-tuned accordingly.

### Benefits

- QoE and QoS increase
- Number of support cases to technical support decreases
- Subscriber churn avoided
- More satisfied and loyal customers
- Saved revenue



### Benefits

QoE and QoS of the corporate employees increase resulting in a more satisfied and loyal customer.

The number of support cases to technical support is decreased. Subscriber churn is avoided resulting in saved revenue.

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