

Winning corporate customers with VIP Care



Customer at a glance:

- European operator
- 1.5M subscribers
- 20% market share
- GSM, GPRS and UMTS networks
- 100,000 corporate customers monitored

Benefits:

- Increased guarantee of SLA being respected
- Reduce customer churn
- Increase satisfaction of VIPs
- Provide accurate reporting
- Instant alarming upon SLA violation
- Prioritise network optimisation on VIP Cells
- Quick top down troubleshooting

Challenge:

Making sure that SLAs are respected

A European operator has developed mobile services dedicated to the supply chain & freight industry requiring ultra fast and reliable data transfer.

One of its customers is a parcel express carrier company providing guaranteed-time delivery. It also offers an online tracking system to find out in real time where their shipment is.

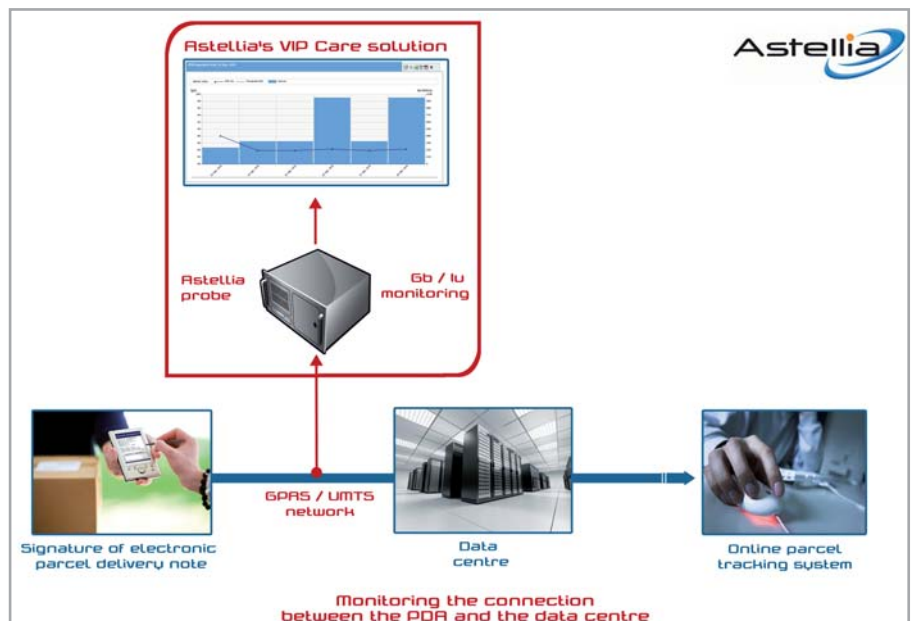


Efficient tracking system

Part of the solution relies on the **electronic delivery note** generated by the courier's PDA. Once the parcel is delivered, the note is signed by the customer and sent by email straight to the remote central tracking system using a **mobile data connection**. This GPRS or UMTS connection needs to be **fast and fully reliable**.

The Astellia VIP Care Solution

The operator has deployed Astellia's VIP Care solution in order to monitor closely its high-value corporate customers. Based on probes deployed on the Gb and Iu interfaces, the VIP Care application monitors the whole GPRS and UMTS networks and measures **network availability**, **retainability** and **service quality** through KQIs surveying data transfer procedure and speed.



A Subscriber-Centric Solution



KPIs for Data Services Per VIP

Traffic accessibility

- PDP Context success rate

Traffic retainability

- % of visited cells with link loss

Mobility

- Attachment success rate
- RA update success rate
- Relocation success rate

Transfer reliability and accessibility per service:

- MMS
- Streaming
- WAP
- POP3
- SMTP
- FTP
- HTTP

Ensuring smooth mobile data transactions

SLA Assessment

The contract signed between the service provider and the parcel delivery company is based on a commercial service agreement.

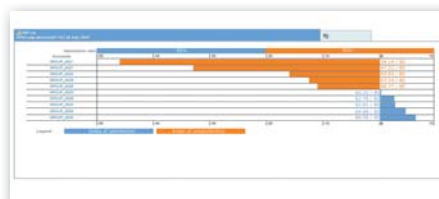
To ensure engagements are fulfilled and to determine precisely the level of service provided, VIP Care **measures Key Quality Indicators** such as:

- PDP drop rates,
- Network attachment success rate,
- PDP context success rate,
- Average throughput,
- Email sending attempts and failures.

If one of these KPIs goes beyond a preset threshold, alarms are triggered and potential problems are investigated before VIPs are even aware of them.

Reporting

Every 2 months, the operator's key account managers meet the parcel delivery company's procurement team to review the contract. The reports generated by VIP Care are crucial to the objective **assessment of the QoS** delivered to the fleet.



Satisfaction level

Negotiation Power

The operator also uses VIP Care in the process of new contract negotiation. They use examples of reports generated for some of their existing customers to demonstrate the **reliability of their network** and **attract new clients**. This plays an important role in building strong competitive advantage.

Fast Troubleshooting

The operator needs to anticipate risks of quality regression impacting the parcel company. For this, VIP Care features a top-down troubleshooting module. Investigation is carried out from statistics right down to Call Data Records.

For instance, in the case of a delayed message delivery, they can **localise the exact cell in which the delivery courier was located** when the incident occurred.

An **end-to-end analysis** is then carried out which helps them to understand the radio conditions, spot low performing equipment and uncover the cause of the problem.



QoS on KPIs

Spotlight on VIP Cells

VIP Care detects the cells that are used **most frequently by VIP customers**, for instance metropolitan regions with a **high density of companies using the parcel delivery service**.

The operator's marketing team is thereby able to send the list of priority cells to the field engineers who then focus on **optimisation** within these **strategic areas**.

Account	Priority Cell 1 Cell Name Cell ID	Priority Cell 2 Cell Name Cell ID	Priority Cell 3 Cell Name Cell ID	Priority Cell 4 Cell Name Cell ID	Priority Cell 5 Cell Name Cell ID
GROUP_0001	1978_1001	1978_1002	1978_1003	1978_1004	1978_1005
GROUP_0002	1978_1006	1978_1007	1978_1008	1978_1009	1978_1010
GROUP_0003	1978_1011	1978_1012	1978_1013	1978_1014	1978_1015
GROUP_0004	1978_1016	1978_1017	1978_1018	1978_1019	1978_1020
GROUP_0005	1978_1021	1978_1022	1978_1023	1978_1024	1978_1025
GROUP_0006	1978_1026	1978_1027	1978_1028	1978_1029	1978_1030
GROUP_0007	1978_1031	1978_1032	1978_1033	1978_1034	1978_1035
GROUP_0008	1978_1036	1978_1037	1978_1038	1978_1039	1978_1040

Priority cells

“For the operator, the integration of VIP Care has played a major role in winning new corporate accounts by offering 1st class mobile services guaranteed by Service Level Agreements.”

“In the current case, the operator is able to monitor 24/7 both GPRS and UMTS networks' QoS and ensure seamless delivery note transactions,” says David Bouchard, Astellia Product Manager for VIP Care.