

# PIWORKS



PI WORKS  
**EVO**  
PLATFORM™



EXP



**Experia**

Geolocated Customer  
Experience Analytics

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# Advanced Visualization and Analytics for Location Based Customer Experience Management



Experia features unmatched ad-hoc analysis functionalities and allows to perform fine-grained root cause analysis, and run virtual drive tests. Experia provides means to convert network and customer experience data into map-based actionable insights covering a large set of technical, marketing, and customer-care use-cases.

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## Key Capabilities & Benefits

- ✓ Near-real time processing and fine-grained view of customer experience data.
- ✓ Reduced subscriber churn through accurate interpretation of network and customer data.
- ✓ Fewer drive tests through driveless optimization, based on its advanced geolocation engine.
- ✓ Faster user-level root cause analysis with geolocated experience management.
- ✓ Improved observability and troubleshooting of VIP/Roamer subscriber experience.
- ✓ Road/railways/clutter specific analysis with predefined and ad-hoc polygon filters.
- ✓ Flexible benchmarking and comparisons based on quality metrics are available for configurable benchmarking criteria, such as the service provider, phone brand, etc
- ✓ Ability to process and visualize data from multiple sources, such as MDT, CEM KQIs, POI, mobile app/crowdsourced data, drive test logs.

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# Precise, Easy to Use, Rich Functionality

Experia visualizes and allows to act upon user-specific customer experience data. Rich business intelligence features allow to quickly analyze specific customer problems, perform terminal analysis, network optimization and get high-level view of various metrics across various areas at any level of granularity.



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## Product Features

- ✓ **Correlated and layered visualizations:** Data retrieved from different sources are correlated and visualized on the same map to enable complex multidimensional analyses.
- ✓ **Open API for 3rd party integrations:** Experia provides rich set of standardized APIs to extract various analytics outputs and insights to integrate with 3rd party software and portals.
- ✓ **MDT-data enhanced geopositioning model:** Improved accuracy of geopositioning utilizing novel AI-based algorithms.
- ✓ **Virtual Drive Test:** Reduce subscriber churn by analyzing customer complaints on the map using drill-down ability including analysis of L3 messages flow.
- ✓ **Ad-hoc analytics capabilities:** Flexible user interface with configurable filters and aggregations allow the user to perform ad-hoc analytics for various sets of use-cases.
- ✓ **Rich set of geographic filters:** Predefined and ad-hoc polygon and cell-based filtering capability enables user to perform specific analysis on roads/transportation/region/rollout area.
- ✓ **Best-serving cell analysis:** Experia supports the visualization of best-serving cells on heatmaps, based on signal strength levels.

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# Enhance Your Understanding of the User Experience

*Geolocated visualization of mobile network data helps mobile operators save time and cost, while accelerating the decision making process for enhancing customer experience.*

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## Experia offers following values

Service-centric network optimization



5G planning and hotspot identification



Reduced subscriber churn



Benchmarking against competitors



Minimization of drive-test requirements



Customer experience aware network optimization



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# About P.I. Works

P.I. Works is a leading provider of AI-driven mobile network planning, management and optimization solutions. P.I. Works combines field-proven expertise with a commercially available product portfolio and services. These solutions enable Mobile Network Operators to accelerate Open RAN Adoption and improve network quality. P.I. Works has deployed its solutions at 67 mobile network operators in 47 countries.

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... Enable Automation for  
Superior Customer Experience



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