

PIWORKS



PI WORKS
EVO
PLATFORM™



Experia

Geolocated Customer
Experience Analytics

Advanced Visualization and Analytics for Location Based Customer Experience Management

Live geo-analytics interface is designed to present multiple layers of geographic and element based data. It allows users to convert customer data into actionable insights to maximize user experience.

Key Capabilities & Benefits

- ✓ Granular 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 troubleshooting and user-level root cause analysis with geolocated experience management.
- ✓ Interoperability with P.I. Works' EXA (Network Automation solution), which enables customer-specific optimization.
- ✓ Ability to process data from multiple sources. Sample data types include:
 - Geolocated call trace events
 - Crowdsourced data
 - Cell topology and performance KPIs
 - Customer Experience Management KQIs
 - Point of Interest Data
 - Customer complaints
 - Post-processed drive test logs

Precise, Easy to Use, Rich Functionality

Visualize and act upon user-specific customer experience data. Integrate analyses performed in Experia into P.I. Works' EXA (Network Automation solution) to enhance automation with user-centric actions.



Product Features

- ✓ **Concurrent, correlated and layered visualizations:** Data retrieved from different sources are correlated and visualized on the same map to enable complex multidimensional analyses.
- ✓ **Integration of third party data sources:** With a flexible and configurable structure, any location-based data source can be easily incorporated into Experia.
- ✓ **Internal call-trace processing engine:** User events can be pinpointed with a high level of precision based on call-trace analyses, enabling the collection of true customer experience insights.
- ✓ **Pinpoint and heatmap presentation:** Engineers can visualize data in different formats in just a few clicks. Legends and selected colors will adjust automatically.
- ✓ **Best serving cell analysis:** Experia supports the visualization of best serving cells on heatmaps, based on signal strength levels.
- ✓ **Flexible benchmarking:** Comparisons based on quality metrics are available for configurable benchmarking criteria, such as the service provider, phone brand, etc.
- ✓ **Crowdsourced and user application data analysis:** Signal strength, coverage and crowdsourced quality metrics gathered from user equipment can be visualized on the same map. The map displays the data at a street-level view.

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.

Experia offers following values

Reduced subscriber churn



Intensive analysis capability



Het-Net planning and hotspot identification



Vendor and technology agnostic platform



Benchmarking against competitors



Minimization of drive-test requirements.



Customer experience aware network optimization



Scalable and flexible focus zones



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 5G transformation and improve network quality. P.I. Works has deployed its solutions at 60 mobile network operators in 42 countries.

For more information, please visit
<http://www.piworks.net/products>
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