



uSON[®]

Geolocated Customer Data Analytics

Integrated Geographic Information System for End-to-End Mobile Network Management

PIWORKS

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

- **Geolocated customer experience management** with on-demand location based user experience monitoring capabilities, using the 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
- **Faster troubleshooting** in voice, data, VoLTE and ViLTE services with comprehensive data correlation capabilities.
- **Operational efficiencies** via highly scalable, functional and live interface, coupled with a rich set of features such as thematic coloring, data filtering and serving distance.
- **Reduced drive-tests** with the utilization of geolocated call-trace logs, crowdsourced data system outputs and prediction outputs.
- **Mobile operator benchmarking** with advanced charts based on real-user quality metrics collected from user applications, without any drive-test.

Precise, Easy to Use, Rich Functionality

You can visualize your customers' experience through advanced correlation capabilities and integrate the Geolocated Customer Data Analytics with P.I. Works Centralized SON. The product takes customer experience aware actions in an automated manner.



Product Features

- **Advanced Mapping Feature for Visualizing Customer Experience:** Ensures better user experience for mobile users. Tracing the combined data on map view guarantees the best user experience by overlaying each action and measurement on the actual network.
- **Concurrent, Correlated and Layered Visualization:** Data retrieved from different sources are correlated and visualized on the same map view to allow complex multi-dimensional analysis.
- **Configuration Based Data Sources:** With a flexible configuration based structure, any location based data source can be easily incorporated into the Geolocated Customer Data Analytics product.
- **Pinpoint and Heatmap Formatted Representation:** Users can introduce new data representation formats with just a few clicks, with autonomous legends and selective colors and shapes.
- **Advanced Summary Charts for Intensive Analysis:** Analysis charts are used to interpret data distribution and indicate the quality metrics based on multiple data sources.
- **Flexible Benchmarking:** Comparison based on quality metrics is available for configurable benchmarking items such as service provider, phone brand.
- **Crowdsourced and User Application Data Analysis:** overlays measurements of signal strength and quality metrics with coverage measurements. Data displayed on the map provides the results at a street level.

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.

Geolocated Customer Data Analytics offers the following values:

- **Reduced subscriber churn**



- **Intensive analysis capability**



- **Het-Net planning and hotspot identification**



- **Vendor and technology agnostic platform**



- **Benchmarking against competitors**



- **Success metrics during SWAP and roll out**



- **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 more than 40 mobile network operators in 34 countries.

For more information, please visit

<http://www.piworks.net/Products#geolocated-customer-data-analytics>

or send e-mail to sales@piworks.net

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