

eoMind™ - Automated Simplicity



At Anritsu we understand the colossal changes that your business is undergoing and how that is challenging your whole organization.

Digital Transformation and Cloud Centric business models are bringing in radical improvements to business everywhere, ironically it's not getting any simpler to maintain QoE and the NPS differential between you and your competitors.

We can't help you solve all your problems and deliver world peace, but we can help you to stand out from the crowds in a few crucial areas using our revolutionary **eoMind** solution.

Automation in CX Improvement

Despite all of the tools available today that track CX (Customer Experience), complaints into contact centres or via social media are often the trigger for the frantic deployment of large numbers of resources to understand and resolve the issue.

What if there was another way? For years processes and actions have been defined by the tools available rather than focusing on the most important factor of all – your customers.

Anritsu eoMind offers a revolution in understanding and improving CX of the services you deliver by automatically identifying how many customers are impacted by any issues in real time and alerting users that action needs to be taken, thus enabling you to take action even before you receive a barrage of complaints

Here's the clever bit – it also answers the key questions of who, what, where, why and how – with no human interaction, finding issues that you never even thought to look for, thus freeing up your precious resources to focus on resolving real problems.



Fig.1: All alerts are focused on customers impacted:

From Thu 3 Mar 14:04 to Thu 3 Mar 14:26 there have been **10038** users affected (by IMSI).
Peak was on Thu 3 Mar at 14:13 with **2339** (▲45.5x) affected users.

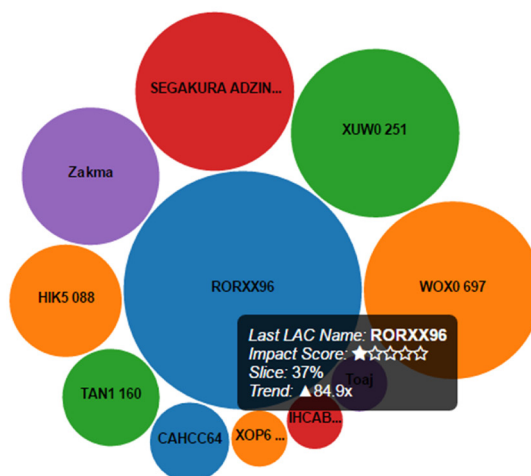
Top impact by BSSMAP Clear Cause: **0 Radio interface message failure/National Normal event** ★★★★★

New Paradigm in NPS Calculation

Are you tired of running expensive NPS surveys which bear no co-relation with your network performance? Are you frustrated that your NPS is not increasing even after continuous investments in network infrastructure and associated eco systems? If you answer yes these questions, then you may need to consider a paradigm change in how you calculate NPS.

Anritsu's eoMind solution offers a completely new way of calculating the NPS, by performing sentiment analysis on the social interactions of customers. This analysis is performed in real time, without requiring expensive and time consuming customer surveys. Best of all, you can directly co-relate the sentiment analysis with your network performance, thus justifying your investment decisions.

Top Drill Analysis at peak: 14:13



Type	Object	Slice	Trend	Score
Last LAC Name	RORXX96	37%	▲84.9x	★★★★★

Fig. 2: Automated correlation & drill-down to contributing factors

What's Different about eoMind?



Benefits:

- Instant prioritisation of issues based on customer impact
- Free up precious resources on improving CX instead of firefighting
- Automate understanding of issues and reduce T2R via direct alerts to each user via email and SMS
- Increase efficiency by short-circuiting troubleshooting process
- No additional screens to monitor – no training required



Features:

- Data Agnostic lightweight streaming analytics solution
- Focused around # of customers impacted by problems
- Machine learning algorithm identifies problems and builds alerts for users
- Multi-technology – legacy to LTE and beyond
- Unattended operation – Automated identification and root cause of customer impacting issues

These critical attributes of eoMind give you a solution that keeps you better informed to take action in real-time to improve customer experience and deliver the right data at the right time. Using eoMind, you will be busy taking corrective actions and improve CX while your competitors will be idling away trying to finding root cause.

For more info: go to www.anritsu.com or email us at emea.marcom@anritsu.com