Ericsson
Expert Analytics
Solution brief
If you know what your customers are doing, you’ll know what you can do for your customers

“Ranked among the most mature solutions in the industry, Ericsson’s big data analytics platform helps CSPs leverage existing OSS/BSS infrastructures. The platform provides real-time insights that drive decision support and automated action — for network and IT use cases — tracking impact on actual business goals.”

Gartner Magic Quadrant for Operations Support Systems (November 2016)

Big data analytics provides an unparalleled opportunity to understand the quality and causes of customer experience. But how can operators unlock the value of analytics?

Rising customer expectations and intense competition are forcing operators to deliver tailored customer experiences, across omnichannels, with outstanding quality, despite the network demands of advanced services.

To meet these challenges, operators have embraced the promise of big data analytics, but many find it difficult to get big data insights out of the lab and into everyday operations.

Data silos block progress, while the massive scale of events and metrics to be analyzed can jeopardize the real time promise of even the most robust deployments.

New services, such as VoLTE and 5G fail to yield to traditional algorithms and metrics. Encrypted traffic evades the usual assurance efforts.

Ericsson Expert Analytics masters these challenges and more, providing actionable insights to improve the business and meet customer expectations.

Key challenges

Customer expectation
Customers demand customization, quality, consistency and relevance in all their services

Resource constraints
Customer expectations must be met without overspending on network capacity or operations

Data silos
No single data source contains enough information to truly understand customer experience

Scale and speed
Analytics solutions must provide real time insights that matter, even for the largest operator

Challenging services
New services, such as VoLTE cannot be measured by traditional metrics

Encrypted traffic
New approaches are needed to assure encrypted OTT services
Solution overview

Ericsson Expert Analytics provides actionable insights from big data to improve the business and delight customers

Solution features

Ericsson Expert Analytics is a real-time, multivendor, cross-domain, big data analytics platform that produces actionable insights about customer experience and customer behavior that can drive decisions (and even automate actions) across marketing, customer care, operations and planning.

Productized use cases break down data silos and leverage cross-domain, end-to-end data sources from any vendor’s network nodes or systems. A robust SDK and APIs create a flexible platform that can support new, custom applications and use cases.

Real-time, near-network correlation, coupled with unique, proven and patented algorithms, data models and business rules provide actionable insights about customer symptoms, root causes and next best actions, thus reducing handling time, rebound rate and escalations for customer impacting events.

A Cell Level Index (CLI) allows network planning and configuration to be driven by actual customer experience and usage patterns, optimizing both investment and ARPU for high value customers.

In addition, Expert Analytics has distinctive capabilities to unravel the thorniest customer experience issues. Complex event processing and unique metrics reveal, for instance, the hidden quality issues that can plague VoLTE services. Advanced traffic analysis can enable proactive assurance for encrypted traffic that is otherwise inscrutable.

Ericsson Expert Analytics can make big data analytics investments produce big dividends, empowering the service provider with the knowledge of how to delight customers and efficiently deliver a superior experience.

A patented Service Level Index (SLI) measures subjective customer satisfaction and predicts net promoter score (NPS) for every customer. Machine intelligence provides customer behavior insights, which can drive targeted retention and upsell offer recommendations.

Key benefits

Customer experience insights
Automatically identifies customer experience symptoms, root causes and next best actions, resulting in reduced handling time, fewer escalations, and fewer rebounds

Customer satisfaction insights
Applies patented algorithm to measure subjective customer satisfaction and predict net promoter score, for every customer

Reduce churn and increase ARPU
Combines customer satisfaction with customer behavior insights from machine intelligence to target retention and upsell offers

Cross-domain
End-to-end correlation breaks down data silos and provides deeper insights

Real time & offline
Supports custom analysis for marketing and planning while enabling real time insights for operations and customer care

Encryption handling
Applies unique heuristics to identify and assure encrypted OTT services

Multivendor
Handles events and metrics from any network node or system

Scalability
Successfully processes billions of daily records in support of tens of millions of subscribers for the largest operators

VoLTE & 5G ready
Unique approach to assuring the most advanced services
Use cases

Data-driven insights are needed by many different stakeholders, in order to make better and faster decisions that — often automatically — trigger actions both toward the customer (offers, support) and toward the network (configuration, policy, planning) with the result that customer experience is improved while optimizing both operational and capital expense.

**Marketing**
Measure subjective customer experience and predict net promoter score for every customer. Use machine intelligence to identify churn risk, upsell potential, and support needs. Automatically deliver targeted offers that drive retention, satisfaction and ARPU.

**Customer care**
When the customer calls, already know the symptoms, most probable cause, and resolution status, in order to deliver a more satisfying care experience, with higher first call resolution and shorter call handling time.

**Operations**
Identify customer impacting events in real time. Prioritize based on scope and importance of impact. Automatically identify the most probable cause and trigger the next best action (policy, configuration, trouble ticket, etc.) in order to improve the customer experience for the most customers in real time.

**Planning**
Enhance network investment decisions based on knowledge of which upgrades will most impact the perceived customer experience of the most important customers.

**RAN analytics**
Leverage fast, visual explorative analytics for large sets of detailed RAN data, guided by machine intelligence, in order to support 24/7 RAN optimization.

**Monetization**
Support new business models with partners based on anonymized customer data and insights.

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**About Ericsson**

We are a world leader in the rapidly changing environment of communications technology — providing equipment, software and services to enable transformation through mobility. Some 40 percent of global mobile traffic runs through networks we have supplied. More than 1 billion subscribers around the world rely every day on networks that we manage. With more than 37,000 granted patents, we have one of the industry’s strongest intellectual property rights portfolios. Our leadership in technology and services has been a driving force behind the expansion and improvement of connectivity worldwide. We believe that through mobility, our society can be transformed for the better. New innovations and forms of expression are finding a greater audience, industries and hierarchies are being revolutionized, and we are seeing a fundamental change in the way we communicate, socialize and make decisions together. These exciting changes represent the realization of our vision: a Networked Society, where every person and every industry is empowered to reach their full potential.