



Customer Experience Assurance

*Delivering Quality and Value... Not just
Coverage*

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Reality Check

EVERY MINUTE...

 600 New Videos



100 New Accounts



694K Search Queries



13K Apps downloaded



370K mins of Voice Calls



695K Status Updates



160M Emails

... AND HOW IS YOUR
NETWORK MANAGING ALL
THIS SIGNALING?

Reality Check



Mobile Internet



Social Networks



IPTV



Video on Demand



Service Level Agreements

Can you manage what's most important to your customer?



Text Messaging



Third-Party Apps



Roaming

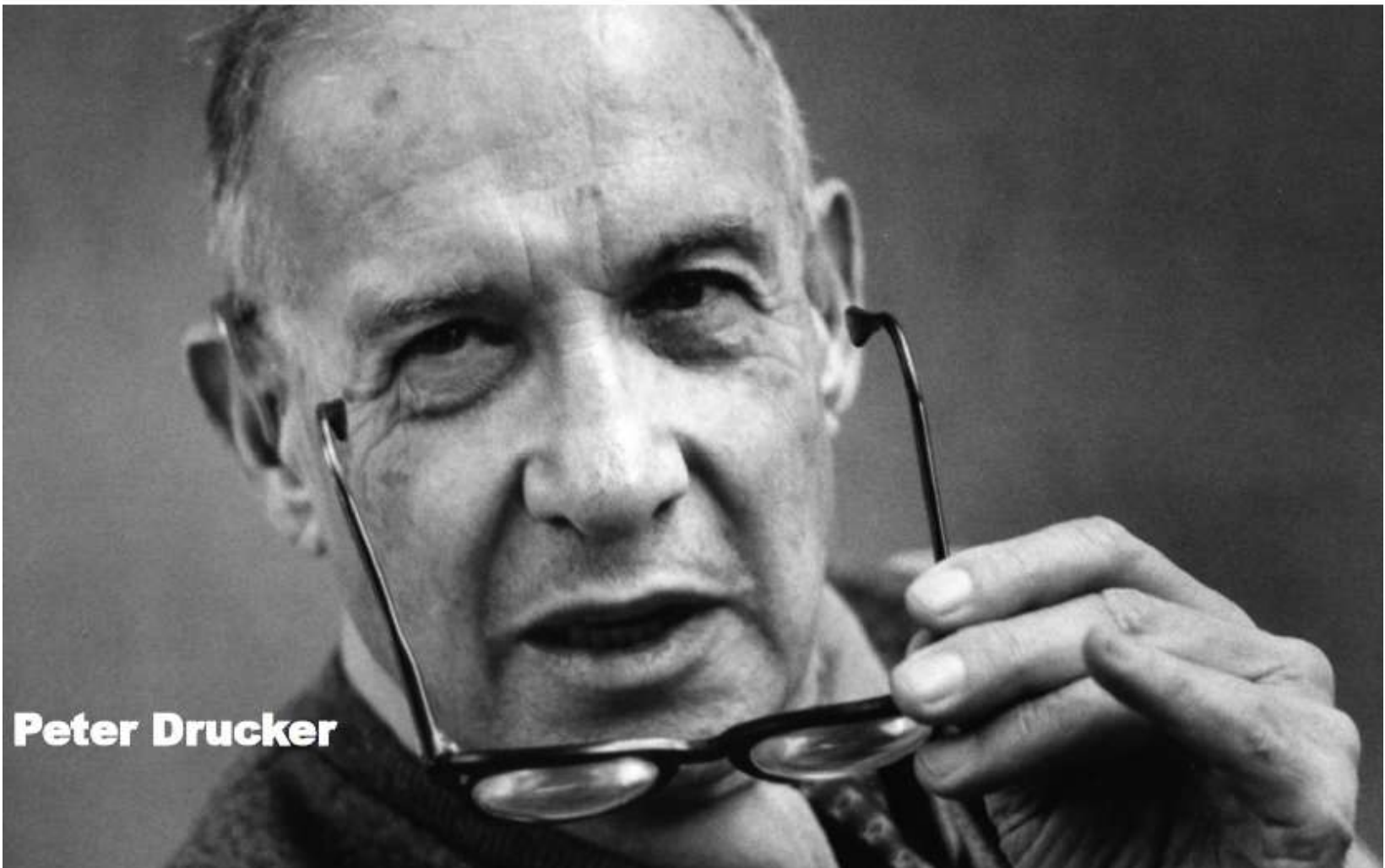


VoLTE

**The
Moment
of Truth**

Reality Check

“You can only manage what you can measure.”



Peter Drucker

Reality Check – Quality is the Answer!



You keep using that word.
I do not think it means what you think it means.

What is Quality of Experience?

Quality of Experience (QoE or simply QX) is a measure of a customer's experiences with a service (web browsing, phone call, TV broadcast, call to a Call Center).

- **QoE and QoS are not the same**
- **QoS is the monitoring of the discreet infrastructure components.**
 - QoS metrics are generally device or transport-oriented (i.e. CPU, memory use, packet loss, delay or jitter).
 - QoS monitoring is well suited for troubleshooting and root-cause analysis.
- **QoS is Network Centric**
- **Network-centric methods have limitations:**
 - It cannot evaluate quality as seen by the end user.
 - Problems on the network or device layer do not necessarily cause a service-layer issue for the end user.
- **In an IP World, the sum of the components' quality does not equal the quality of the sum.**
- **QoE is user-centric:** Time to download a webpage or access an application, place a phone call, change TV channel, log into an interactive service, and measuring video & audio quality (MOS).

Focus on Quality – A Process Based Approach

■ The Toyota Model

- Quality Control needs to be a key part of ALL activities
- The goal must be to become a standard in the market
- All employees have two roles:
 - Their Job
 - Quality Assurance
- Quality is built in at every stage and is continually improved



**Differentiation by being and proving to be the best
and offering the highest quality and value to the
customers**

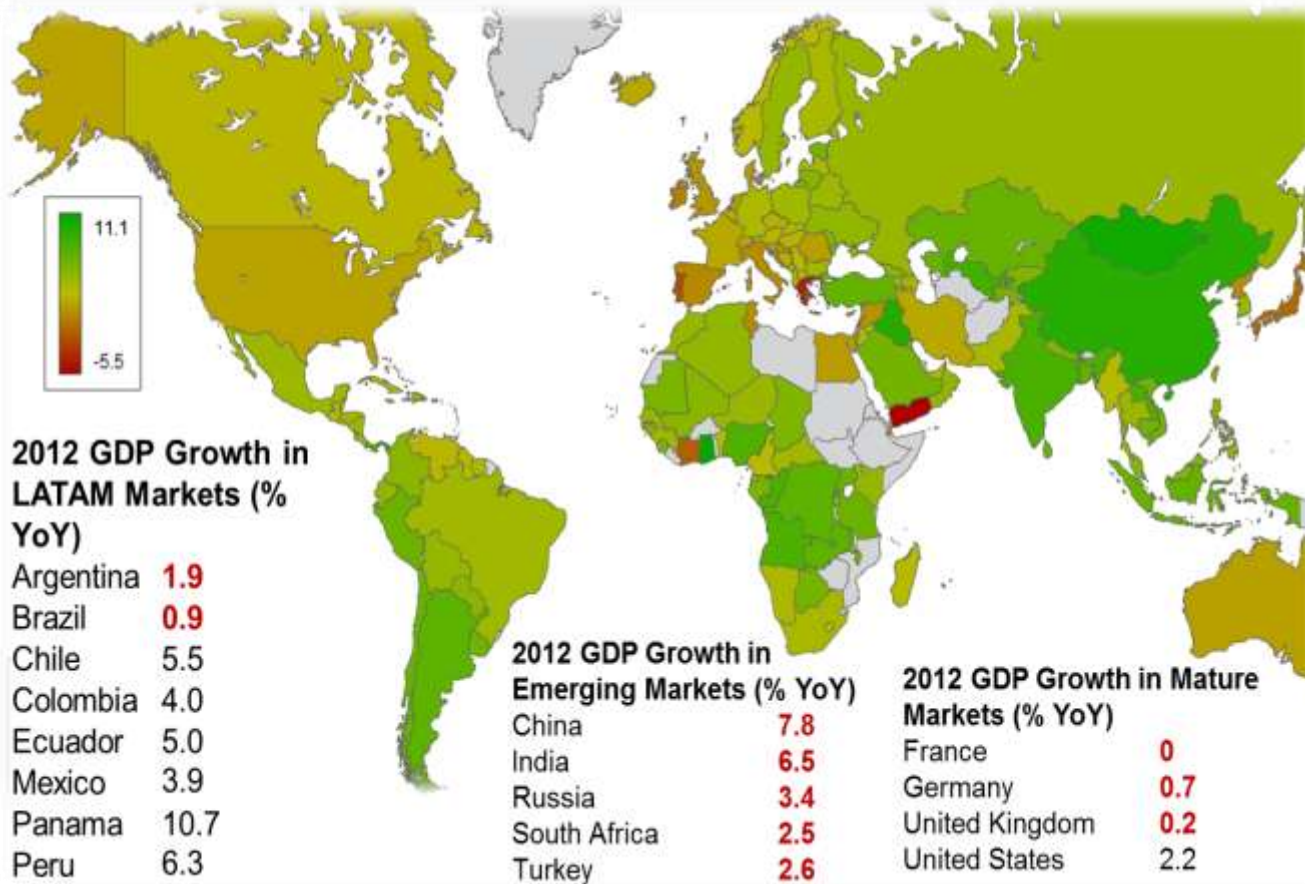
Focus on Quality – A Culture Based Approach

■ The Apple Model

- Employees believe in the vision of the company
- A job at Apple is not a job. Those who are there love to be there. They believe in **WHY** Apple exists
- Employees are focused on the vision, not the product
- **WHAT** they do is the byproduct of **HOW** they execute the vision

Differentiation by challenging the status quo... They understand that people don't buy what you make... they buy why you make it

Why Quality? - Economic Evolution



GDP Growth tells us that Latin America is the most exciting region to invest globally

GDP growth results in an increased number of consumers with improved buying power. They need connectivity & access to information... not just bars on a mobile device.

Why Quality? – Social Development and Growth

1. Internet access has a proven positive impact on a country's economic growth.



2. For every 10% points of increased broadband access in Latin America, GDP grows by 3.2%, and productivity grows by 2.6%

3. Fixed-line infrastructure challenges in Latin America leave mobile broadband as the main option for internet access

Source: www.4GAmericas.com 2014

Quality for Economic Growth

- Quality on top of Coverage connects people with information
- Connectivity increases productivity and empowers people
- Social empowerment leads to economic growth
- **Operators are now a key enabler to economic growth**
- **Its time Latin American networks delivered more than just coverage...**



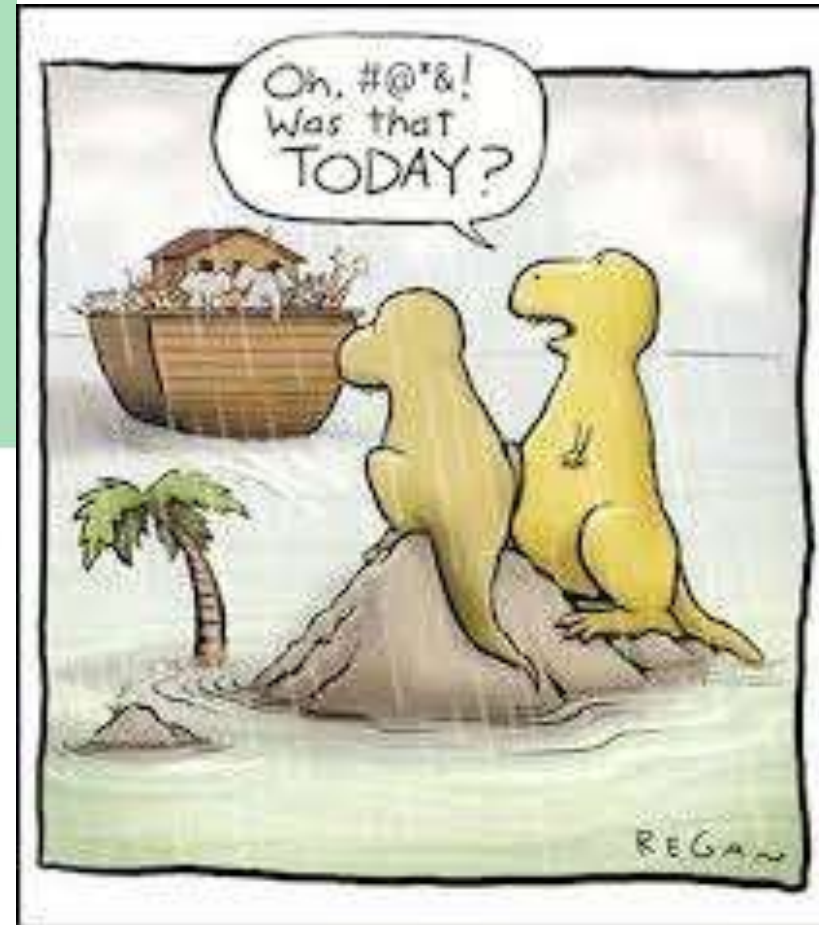
A network without Quality loses money daily

Reality Check

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“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”





THANK YOU