



SEQ Analyst, CEM Enablement Platform

● Market Requirement

Telecommunications industry is experiencing rapid development from voice to data services, more complex network ,service and more personalized customer requirements are coming out.

Seeking to increase profitability, operators are increasingly turning to initiatives in customer experience to differentiate themselves, this is not happening by accident or coincidence, operators are realizing the connection between customer experience and profitability. However, how to manage the customer experience has become a big challenge.

● SEQ Analyst Description:

As the Customer Experience Management enablement platform, SEQ Analyst (Service & Experience Quality Analyst) is dedicated to efficiently manage service quality and network performance, rapidly process customer complaints and support experience marketing. SEQ Analyst is designed based on big data architecture with powerful analytics capability, by integrating with HUAWEI passive probe(namely NetProbe) and a variety of 3rd party data sources, SEQ Analyst could associate E2E data from wireless, transmission, core network to application and created value for operators different functional departments :

1. O&M (Operation & Maintenance) department monitors network performance, make demarcation and analysis.
2. SOC department monitors and analyzes the service quality.
3. Customer Care agent detects customer experience issues proactively and process complaints rapidly.
4. Marketing department makes customer segmentation, opportunity mining, marketing campaign decision and optimization.

● Advantage & Value

◇ Transforming from Network-Centric to Service-Centric, Improving Operation &



Maintenance efficiency. SEQ Analyst provides service-centric modeling, analysis and drill down to network level for deep demarcation.

- ✧ Truly Managing Customer Experience. Customers are segmented such as VVIP, Enterprise customer and mass customers to differentiate their experience assurance. For VVIP, 1 minutes proactive assurance to prevent complaint. For Enterprise customer, 5 minutes early warning to provide SLA services. For mass user, knowledge base and fault tree to improve efficiency of experience problem.
- ✧ Get Profit from Marketing. Marketing department launch profitable product/tariff, or improve the success rate of promotion and save the related costs based on abundant user profile and data analytics.
- ✧ One Stop Investment, long-term evolution. SEQ Analyst provide probing system, service quality management ,Customer Experience Management and market supporting system in unified big data platform with long-term evolution and in one stop. Comparing with other vender`s isolated solution, SEQ Analyst could sharply reduce the duplication of investment.