Secure Real-Time
Communications

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Ribbon Analytics Problematic Apps

Ribbon Analytics Customer Experience (Problematic Apps) Insight allows mobile operators' customer care agents to identify customers who may have a mobile app or apps known to cause device performance issues and offer them the best advice to resolve their reported issue. The Insight lets care agents query subscriber's mobile data usage in real-time against a list of known problematic apps and recommend the best course of action to the customer.

The use of this insight leads to reduced device exchanges, reduced store visits or contact center calls and improved customer satisfaction and experience.

Service Assurance/CEM
"Why are Failed Registrations Increasing"

- **Troubleshoot device vs. network**
- **Manage KPI performance**

Capabilities

- Audience analysis to identify a list of mobile apps known to have caused mobile device performance issues such as battery drain, device locking up and device power cycling.

- Match mobile subscriber's data usage to a list of problematic apps in real-time to recommend a solution.

- Ability to whitelist mobile apps for exclusion from the list of known problematic apps.

- Ability to customize talking points and corresponding actions for care agents.

- Integration with existing operator care applications.

- Rich web user interface that provides role-based access control for different care personnel such as Care Managers and Care Agents.

- A screen for capturing care agent transactions for audit trail and reporting purposes.

Benefits

- Reduce device exchanges by harnessing big data and having educated conversations with the customer.

- Decrease in-store visits or contact center calls for device related performance issues.

- Improve first call resolution and reduce case handling times through an easy-to-use interface with prompt response times.

- Raise Net Promoter Score and improve customer satisfaction and experience by leveraging subscriber level analytics.

- Lower unnecessary customer churn resulting from poor device experience caused by mobile apps.

- Track subscriber issues and care agent activity to build out performance metrics for management reporting.

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Platform Details

The Ribbon Protect platform brings you out of the box applications specifically designed for mobile operators. The platform collects, enriches and analyzes mobile usage and operationalizes a range of business improvement and new revenue opportunities across operator marketing / product, 3rd party data monetization, customer care and network organizations.

Visualization UI	HTML5-based web user interface with role-based access controls
Catalog Taxonomy	Rich catalog of web destinations, applications, brands, devices and content categorization with Dynamic Learning
Privacy Controls	• Native Privacy Dial™ settings for processing All, Not Opted-Out and Opt-In Subscribers • Obfuscation of subscriber info via configurable hashing • Content filtering of extracts per operator privacy policy
Data Sources	Usage Logs – HTTP and IP Flow DPI logs support from a broad set of vendors/Operator CRM - Age, Gender, Income, 3rd party User Segmentation (e.g. Acxiom, Nielsen), Throttling/Tethering Limits, Service Plans
Architecture	Massively scalable 3 layer architecture with redundant node configurations: • Reporting, Extracts and Visualization UI • Big Data Aggregation & Modeling (both aggregates and subscriber profiles) • Capture, Lossless Aggregation, Data Processing & Enrichment (centralized or distributed deployment options)

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