

Ribbon Analytics Customer Care Data Usage

Ribbon Analytics' Customer Care Data Usage Insight

provides mobile operators new visibility into account and line-level usage, enabling them to address bill shock issues and data-related queries from subscribers. This leads to reduced refunds, higher customer satisfaction and potential for up-selling subscribers to higher-value usage plans.

The Data Usage Insight portal lets customer care agents view subscriber usage during live calls. The associated API allows operators to enable the self-care model by providing the same account and line-level visibility through their branded mobile applications. This reduces the volume of calls into their contact centers, which results in lower care costs.

Capabilities

- Colorful, easy-to-read charts display usage in customizable super-categories, by the percentage of total usage for that account or line, over multiple billing cycles.
- Simple view tabs separate line-level details at a super category level. Drill-downs let the care agents quickly display additional detail within a super-category.
- The UI can be easily embedded within existing care applications used by operators' care organizations and can monitor handling times for data-usage-related calls and generate administrative reports.
- The API enables self-care mobile applications and lets subscribers track usage on their accounts and individual lines through their mobile devices

Bill Shock

"How did I use 22GB?"

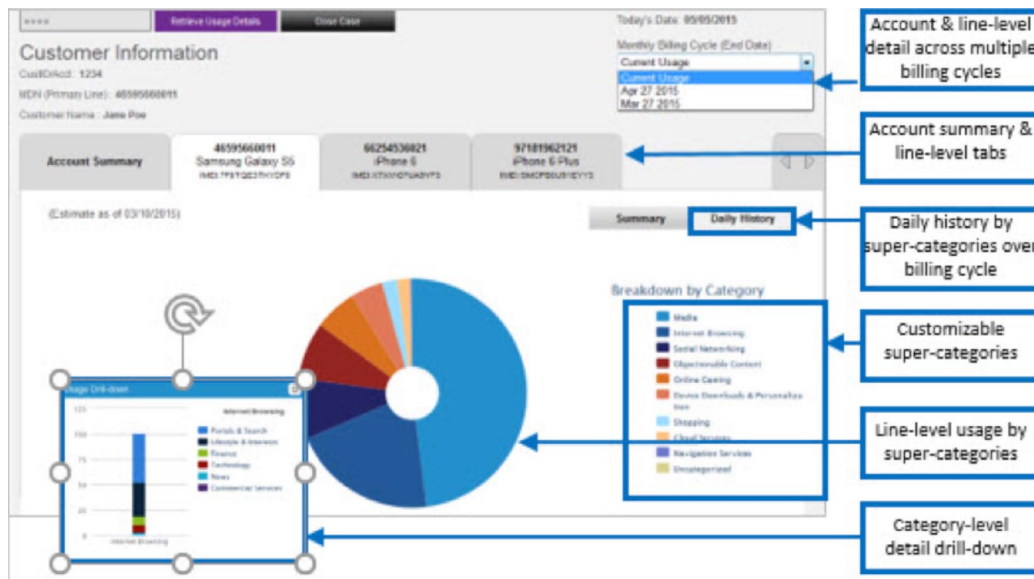


- **Self-care**
- **Integration with Care Reps**

Benefits

- Eliminate unnecessary bill refunds due to lack of visibility into subscribers' data usage.
- Increase ARPU by upselling higher data package to customers based on their usage.
- Raise Net Promoter Score through improved customer satisfaction and experience.
- Reduce case handling time with easy-to-use interface and keep the care agent focused on what matters— good, fast customer care.
- Tune campaign device targeting parameters through device performance reports.
- Increase the reach and targeting of the intended audience through Audience Analysis.
- Retarget based upon current campaign performance.

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Platform Details

The Ribbon Analytics platform brings you out of the box applications specifically designed for mobile operators. The Ribbon Analytics solution 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	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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)

About Ribbon

Ribbon Communications (Nasdaq: RBBN) delivers communications software, IP and optical networking solutions to service providers, enterprises and critical infrastructure sectors globally. We engage deeply with our customers, helping them modernize their networks for improved competitive positioning and business outcomes in today's smart, always-on and data-hungry world. Our innovative, end-to-end solutions portfolio delivers unparalleled scale, performance, and agility, including core to edge software-centric solutions, cloud-native offers, leading-edge security and analytics tools, along with IP and optical networking solutions for 5G. We maintain a keen focus on our commitments to Environmental, Social and Governance (ESG) matters, offering an annual Sustainability Report to our stakeholders. To learn more about Ribbon visit rbbn.com.

Contact Us

Contact us to learn more about Ribbon solutions.