



Subscriber Care

Anritsu
Advancing beyond

Subscriber Care

“ Monitor and improve subscriber satisfaction by providing in-depth analytics on user activities and network performance. ”

Investing in customer experience and care is essential for driving revenue growth, combating churn, and staying competitive in the market.

- 1 in 5 customers are unwilling to give MNOs a second chance after a poor service experience.
- Almost 50% of unhappy subscribers have actively searched for a competitor service.
- The biggest reason for churn is customers having to repeat themselves to multiple agents or being passed through multiple service channels.

Statistics from "2022 State of Customer Loyalty & Churn in Telecom" (Techsee, 2022)



Anritsu's Subscriber Care is customer experience management tool tailored for today's demanding mobile network operators. It monitors and improves subscriber satisfaction by providing in-depth analytics on user activities and network performance. By facilitating rapid problem resolution and proactively managing service quality, Subscriber Care plays a crucial role in boosting customer satisfaction and improving operational efficiency.



Key Business Drivers

Customer Satisfaction

Directly targets and improves customer satisfaction metrics by providing visibility on individual subscribers, their activities, behaviour, service received, and supporting fast resolution of their network-related issues.

Operational Efficiency

Reduces the need for extensive technical expertise, by providing clear and easy-to-understand metrics, KPIs, and reports, lowering operational costs while maintaining service quality.



Customers need to know that you understand their problem from the beginning, as soon as they've contacted you.



Key Features

Enhanced Subscriber Insight

Provides detailed views into subscriber activities, facilitating targeted customer care interventions and ensuring high satisfaction rates.

Seamless 3rd-Party System Integration

Integrates effortlessly with existing network management systems and CRMs, increasing efficiency and data accuracy.

Dynamic KPI Dashboards

Offers insights through comprehensive dashboards that monitor connectivity quality and service disruptions, crucial for maintaining customer satisfaction.

Geographical Issue Mapping

Enhances the ability to address service quality issues by locating them geographically, allowing for quicker and more targeted responses.

Advanced Troubleshooting Tools

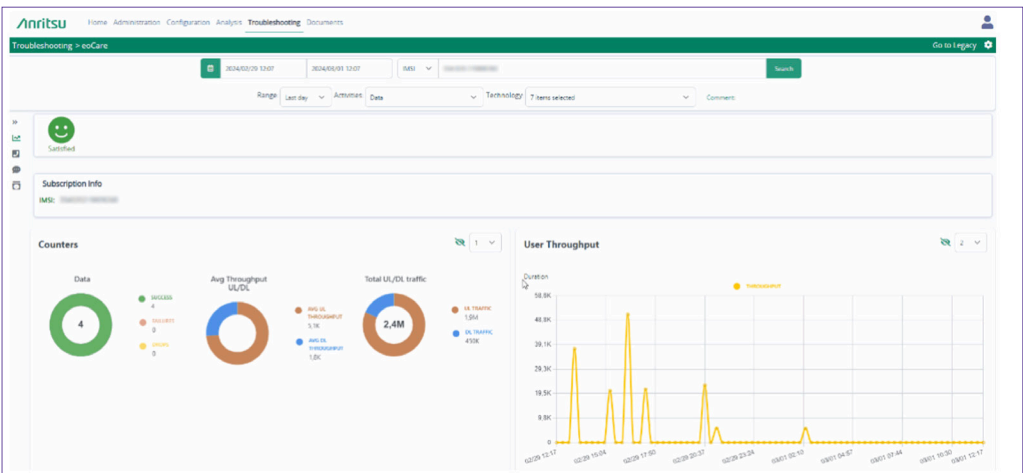
Allows customer care agents to quickly identify and resolve issues, which is vital for keeping customers satisfied and reducing churn rates.

Automated Problem Resolution

Features a 'Next-Best-Action' system to guide customer care through the most effective problem-solving steps, reducing call handling time and effort.

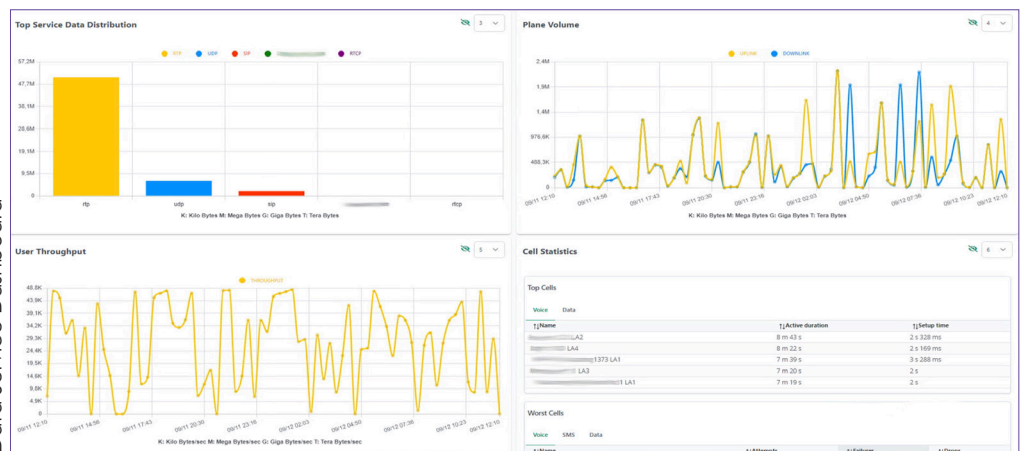
Comprehensive Technology Support

From 2G to 5G, WiFi and IMS, Subscriber Care ensures that all aspects of mobile technology are covered for consistent service assurance. A complete view of control and user plane enables a comprehensive customer experience view.



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Data Service Dashboard



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