Case Study - Realtime QoE Monitoring for Improved User Experience

Challenge

- **Lack of unified insights** hinders root cause analysis and increases downtime.
- **Limited Real-Time Insights** delays issues resolution.
- **No Benchmarking:** Service providers struggle to optimize and stay competitive.

Solution

- **Unified Platform:** Real-time insights with advanced KPIs tailored to business needs.
- **Granular Tracking:** Detailed view of individual user sessions and journeys.
- **Custom Dashboards:** h filters by location, device, and user.
- **Smart Alerts:** AI-powered anomaly detection for quick reporting.

Results

- **Seamless Experience:** Reduced buffering and optimal bitrates boost satisfaction and engagement.
- **Faster Resolution:** Issue response times reduced by 40%, improving retention and cutting churn by 25%.
- **Proactive Management:** Real-time insights prevent disruptions during live events.
- **Unified Insights:** Synchronized data simplifies decision-making across teams

BENEFITS

Improved Decision Making

Tailored dashboards and detailed reporting offer actionable insights for both technical teams and executives, driving data-driven decisions.

Operational Efficiency

Automation and real-time monitoring reduce operational costs and streamline troubleshooting efforts.

Increased Retention Rates

A smoother user experience fosters loyalty and reduces the likelihood of service abandonment.

Strategic Optimization

Continuous insights enable iterative improvements, aligning service performance with user expectations.

Revenue Growth

Improved engagement and satisfaction drive higher monetization through ads, subscriptions, and content upsells.

Scalability & Flexibility

The system supports multi-dimensional filtering and customization, adapting to the unique needs of growing and diverse teams.