



**Quality of
Service**

**Customer
Satisfaction**

**Brand
Experience**

Differentiation

Personalization

Responsiveness

Expresse Solutions:

Customer Experience Management

Customer experience directly impacts a broadband service provider's success in attracting and retaining customers in a highly competitive environment. According to studies by Analysys Mason, consumers who are unsatisfied with their fixed broadband service are twelve times more likely to change service providers within the next six months compared to those who are very satisfied.

ASSIA Express Solutions help service providers deliver a superior broadband experience to subscribers, grow brand loyalty, and improve customer retention. Express Solutions include a suite of software and services designed to deliver the highest quality service possible to broadband consumers.

For marketing, sales, and support operations, Express Solutions provide insight to broadband service delivery that helps address customer issues more quickly and effectively. Express Solutions also enable providers to grow revenues from subscriber broadband connections that can support new service offerings.

Highlights

Express Solutions help service providers to:

- Build customer satisfaction, brand affinity, and customer loyalty in a competitive market
- Differentiate broadband service by providing leading Quality of Experience (QoE) with enhanced customer insight
- Customize and personalize broadband services based on application usage
- Proactively address issues that may impact service levels before receiving a call from the customer
- Improve agility to assess and roll out new service offerings based on customer demand and network capabilities
- Monitor and manage progress against established business metrics with detailed analytics and reporting provided by ASSIA

SERVICE OFFERINGS

Customer Retention: Synthesizes detailed performance metrics for early identification of broadband “lines-in-trouble” that have performance or reliability issues, allowing the service provider to resolve the matter proactively before receiving a call from the subscriber.

Performance Management: Provides detailed assessment and benchmarking of network performance and operational data, with recommendations for optimizing network configuration and processes to improve service delivery.

DSL EXPRESSE SOFTWARE MODULES

Performance Evaluation: Enables call center agents and technicians to resolve customer issues quickly and effectively with state of the art DSL diagnostics tools and reports.

Service Recommender: Provides highly accurate and reliable analysis and interpretation of line performance and determines the optimal service level available for a broadband subscriber.

Profile Optimization: Identifies the best performance profile for a broadband connection in real-time, ensuring optimal speed and reliability for the subscriber.

Neighborhood: Accurately predicts and qualifies DSL performance for new customers and services based on analysis of performance statistics for particular geographic region.

EXPRESSE SOLUTIONS CUSTOMER EXPERIENCE MANAGEMENT

ASSIA Express Solutions combine ASSIA software with ASSIA professional services using an end-to-end methodology that incorporates people, technology, and process.

Expresse Solutions provide capabilities to identify and resolve network performance issues automatically, even before the subscriber may be aware of an issue. As a result, providers can take proactive measures to ensure optimal service quality.

Built on ASSIA’s DSL Express platform, Express Solutions provide knowledge, expertise, and best practices for improving customer satisfaction with high performance, highly reliable broadband services. For each Express Solutions engagement, ASSIA consultants work closely with the service provider to implement specific capabilities tailored to the strategic business objectives of the provider.

Why ASSIA?

ASSIA is a strategic vendor and trusted advisor to leading broadband providers worldwide. Express Solutions help providers to achieve a superior quality of experience while at the same time recognizing significant operational savings. ASSIA’s staff of experts provides unparalleled insight for managing the customer experience by applying the company’s proven best practices for broadband service delivery.

ASSIA | Express Solutions - Customer Experience Management



United States
333 Twin Dolphin Drive, Redwood City, CA 94065
Tel: 1-650-654-3400 • Fax: 1-650-654-3404

Europe
Calle Maria Tubau 3, Madrid 28050, Spain
Tel: +34 914842940 • Fax: +34 913446182

China
Suite 470, F/4, Beijing Sunflower Tower No.37, Maizidian Street
Chaoyang District, Beijing 100125, P. R.China
Tel: +86 10 85276788 • Fax: +86 10 85276488

© 2012 ASSIA, Incorporated. All rights reserved.

ASSIA, the ASSIA logo, and DSL Express are registered trademarks of ASSIA, Incorporated. All other product names, company names, logos, and trademarks are used herein for identification purposes only and are the property of their respective companies.

Rev 102010 P/N MC-W1-0115-01-00