



Monetization and Analytics Platform

Leverage subscriber data to monetize, act, and be proactive

Introduction

As people's lives become more digitally enabled and broadband usage explodes, subscribers both need to be connected, for work and education purposes, as well as want to be connected to enjoy entertainment and social networking. What's more, they expect to receive value from their service provider along with a quality customer experience.

Operators who understand and respond to subscriber usage patterns can reap additional benefits including:

- Increasing ARPU (average revenue per user) from existing customers
- Optimizing network operations
- Introducing new revenue-generating services

However, many service providers don't know where to get started, or which steps to take, to leverage subscriber data and achieve the above benefits.

Enter Incognito's Monetization and Analytics Platform (MAP) for service providers, which delivers robust and accurate near-real-time data collection, analysis, and actionable intelligence to monetize subscriber insights and manage network data. MAP's inbuilt collector and easy-to-understand dashboard allow network, marketing, and product teams to collaborate quickly and accurately to:

- Diagnose network and service quality issues
- Visualize network data and calibrate it reliably at scale
- Correlate data with subscribers
- Help take actions to trigger appropriate actions—all from one platform

This eBook explores examples of how, as a provider, you can use different MAP modules to monetize, act, and be proactive with the network and customer data you already have.



USE CASE: MAP PROACTIVE

Subscriber Troubleshooting and Analytics

Scenario

1. MAP alerts network operations personnel of service impairments by providing proactive notifications of network degradation (illustrated in Figure 1).
2. Using MAP Proactive tools, the user identifies all impacted subscribers in the affected area of the access network, drilling down into the GIS (geographic information system) view of the network elements in question.
3. The MAP operations dashboard pinpoints network congestion caused by RF (radio frequency) micro-reflections.
4. The user dispatches a field technician to address an HFC (hybrid fiber-coaxial) plant issue affecting the neighborhood.
5. MAP pushes a notification via Kafka or API call to the ticketing system, customer care, and subscriber digital channels.

Overview

MAP Proactive helps network operations and service assurance minimize subscriber disruption by proactively identifying and addressing service quality issues.

Benefits

Quickly mitigate subscriber impacts with predictive analytics that:

- Alert the NOC of service quality issues
- Initiate automated troubleshooting processes

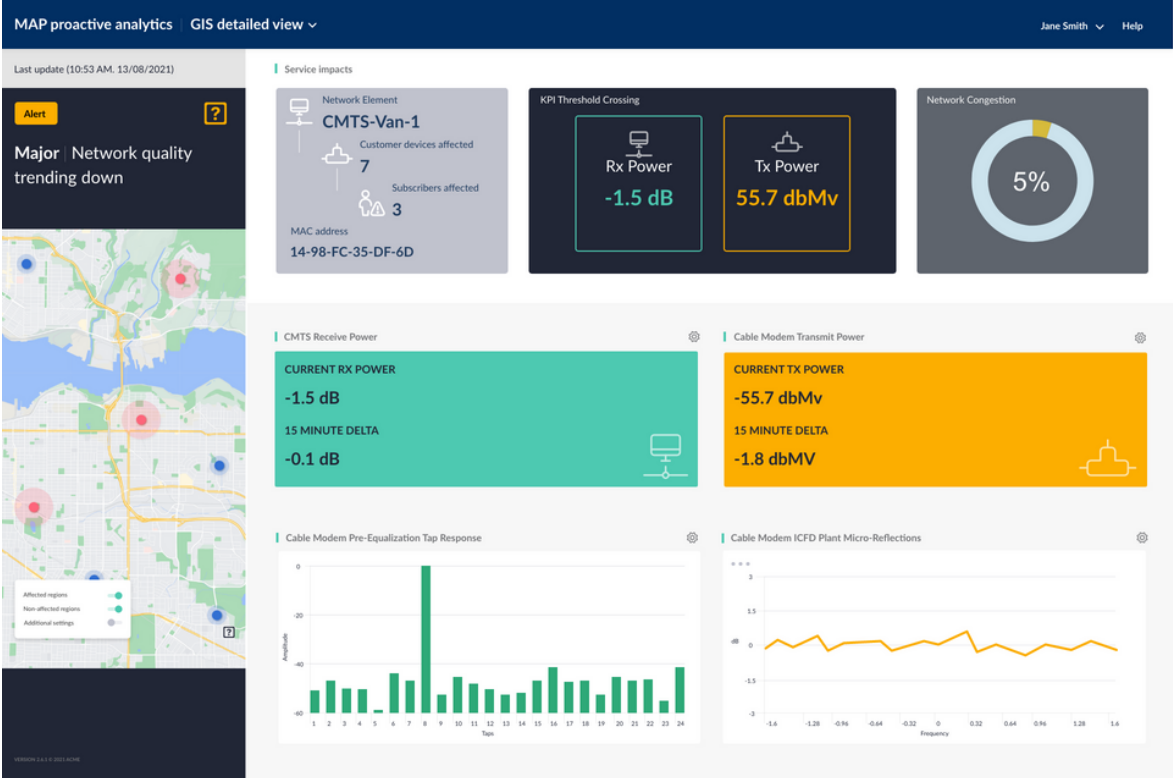


Figure 1: Network operations dashboard identifying service quality impacts and pinpointing network issue

USE CASE: MAP ACT

Evaluating Subscriber Service Impacts



Scenario

1. A subscriber calls into customer care and reports intermittent internet connectivity and slowdowns.
2. Using the MAP Subscriber Insights dashboard (illustrated in Figure 2), the CSR can see the Customer Experience Index (CEI) score for gaming and streaming are red, and the CEI score for Internet browsing is yellow. They acknowledge the subscriber's issue, tell them their ticket is open, provide a reference number, and confirm that a field technician was dispatched to the neighborhood 15 minutes earlier.
3. The subscriber checks their phone and sees a proactive notification text/SMS regarding service quality impact arrived 20 minutes earlier.
4. The CSR adds a credit to the subscriber's account as an apology for the service impact.

Overview

MAP Act helps customer service representatives (CSRs) keep customers happy—and loyal—by addressing service issues quickly and effectively.

Benefits

Rapidly address customer service quality issues using the comprehensive CSR dashboard which provides an intuitive at-a-glance view of subscriber experience metrics.

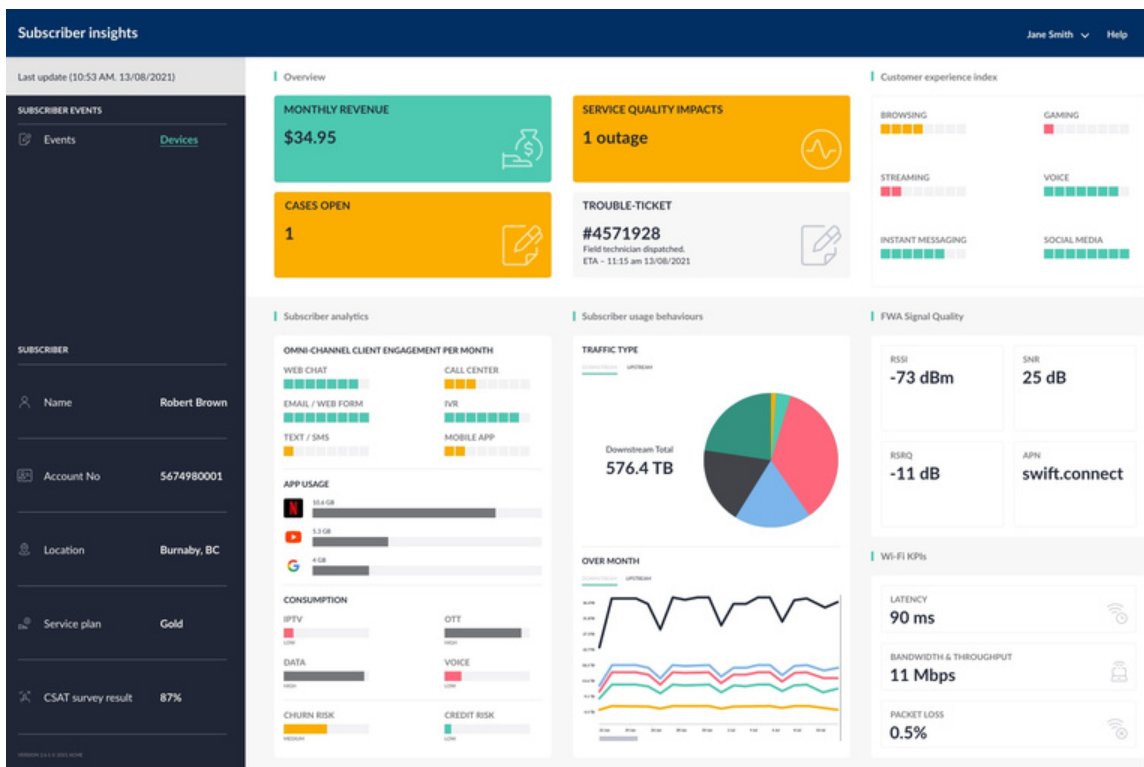


Figure 2: The CSR dashboard showing subscriber insights validates the impact to the customer's service



USE CASE: MAP MONETIZE

Marketing Analytics

Upsell Scenario

An existing customer is subscribed to the Internet Gold plan. Their focus is online gaming and OTT streaming.

Opportunity: Increase ARPU (average revenue per user) by upselling them to the Internet Platinum package with unlimited bandwidth, as illustrated in Figure 3.

Customer Retention Scenario

A current subscriber is an ideal customer who pays bills on time and rarely engages with customer care. Their IPTV consumption is dropping while their data usage rises, which is driven by increased OTT use. This subscriber is less engaged in digital channels such as the portal, app, etc. Are they at risk of churn?

Opportunity: Retain their business by offering a one-month free IPTV promotion, combined with another product of interest, as illustrated in Figure 3.

Overview

MAP Monetize helps customer care, marketing, and sales teams retain and/or upgrade existing subscribers by identifying and engaging targeted customers to increase revenue.

Benefits

Increase overall ARPU by leveraging monitoring and analysis capabilities to identify and take action to retain and/or upgrade existing customers.

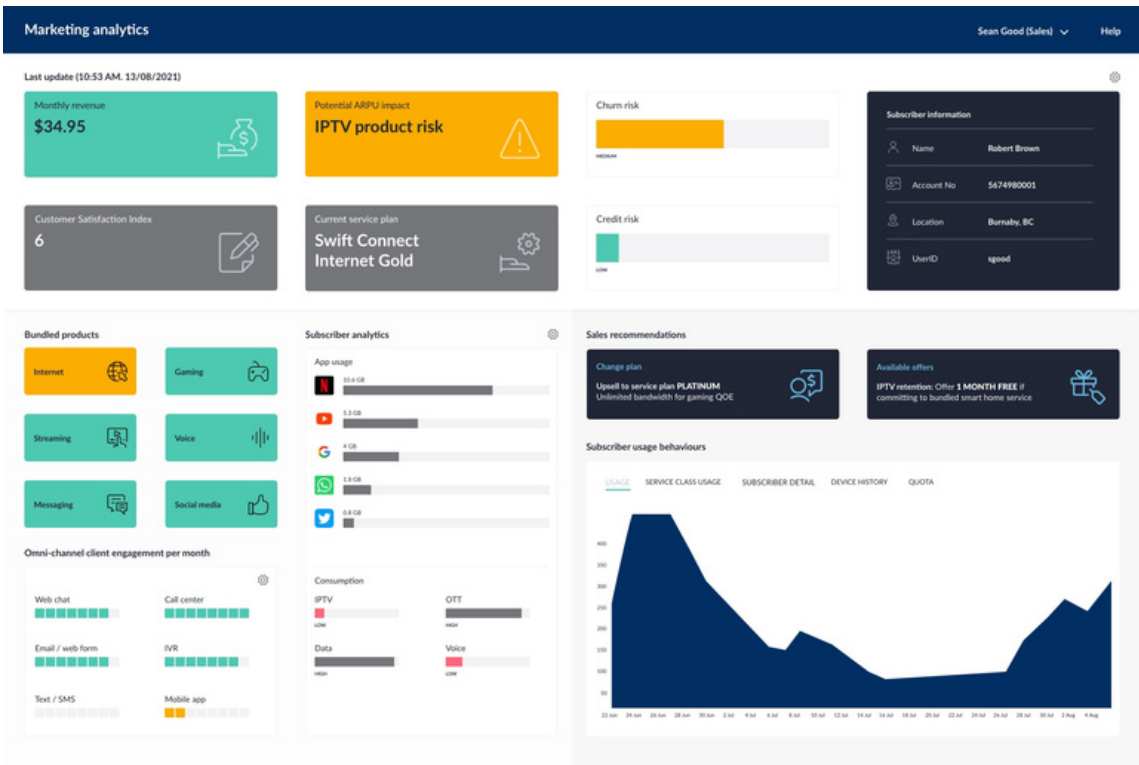


Figure 3: Marketing analytics dashboard to guide sales teams for revenue opportunities

Incognito Monetization and Analytics Platform

With Incognito Monetization and Analytics Platform, you can fully capitalize on your network data to grow revenues, increase profitability, and provide an elevated quality of experience by analyzing subscriber behaviors. MAP's configurable policies and rules can support you in improving service quality, mitigating network congestion, and making capacity improvements that maximize subscriber impact. In addition, our flexible data model simplifies B/OSS integration to serve cross-organizational business needs.

To learn more about our proven, scalable solution, which processes over 10 billion transactions per day for leading operators in the Americas, visit our solution page:

www.incognito.com/products/monetization-and-analytics-platform/



About Incognito Software Systems

[Incognito Software Systems Inc.](http://www.incognito.com) provides service orchestration software and services that help digital service providers manage the next-generation broadband experience. Over 200 customers worldwide, including Claro, Cox, Digicel, Globe, and Orange, leverage Incognito solutions to fast-track the introduction of innovative broadband services over fiber, cable, fixed wireless technologies, while delivering a great customer experience. The company is a division of the [Lumine Group](http://www.luminegroup.com), a portfolio of [Constellation Software Inc.](http://www.constellationsoftware.com), the largest independent software company in Canada. Visit www.incognito.com or follow us on [LinkedIn](https://www.linkedin.com/company/incognito-software-systems) and [Twitter](https://twitter.com/incognitosys).



www.incognito.com

Copyright © 2023 Incognito Software Systems
All rights reserved