BUSINESS SOLUTION: VIRTUAL CPE

PERSONALIZED EXPERIENCES FOR ALL YOUR USERS

QOE FOR EVERY USER, NOT JUST EVERY ACCOUNT

SOLUTION BENEFITS:

1. Agilely launch granular and personalized services like IoT add-ons
2. Proactively optimize individual subscriber experiences to reduce churn
3. Increase revenue with targeted advertising opportunities
4. Empower subscribers with anytime anywhere self-care
It’s no secret that QoE is key to subscriber retention. In the race towards offering the best QoE, CSPs of all sizes often overlook one very important thing — QoE is a personal perception. While a household may enjoy a high average QoE, all it takes is a single bad experience by one user to affect the entire household’s perception.

Technologies such as TR-069 attempt to provide visibility into the subscriber home but cannot do this on a network-wide basis without costly truck-rolls to replace legacy devices. On top of that, any measurement of service experience and utilization behavior is tied to specific billing accounts and gateways instead of specific users.

This leaves CSPs well behind other industries like retail, e-commerce, banking, and insurance, where personalization has been a reality for years. Until now.

With the advent of virtualization technologies, you can now gain a view of each individual user beyond each billed account. Not only does this help you measure and manage QoE on an individual level, but your organization will also be able to:

- Reduce time-to-market and OPEX for personalized service offerings
- Empower subscribers with individualized configuration and preferences to provide experiences that are consistent across all screens
- Enable user profiling for targeted add-on campaigns
- Heighten individual QoE with network edge business logic that reacts to churn triggers automatically
- Enable monetization opportunities beyond IP services such as profile and behavior based advertising

Break free of network limitations to enhance QoE on a personal level with household user preferences, personalized service offerings, and subscriber self-care. Leverage the virtual CPE solution from Incognito to quickly monetize and enable user behavior profiles. The rest of the services industry has already moved ahead. It’s time telecom caught up.

## KEY HIGHLIGHTS:

### Match the Lifestyle of Your Subscribers with Granular Services

Service packages rarely fit the habits of all consumers. Allow your subscribers to define their own experience with granular service add-ons and configuration such as bandwidth allotments, unlimited smart home utilization, and media sharing options across devices. By taking specialized functionalities out of the gateway and placing them in the cloud, Incognito helps you shorten go-to-market cycles of these granular services from years to months.

### Offer Targeted Services and Add-ons Based on Profiles and Behavior

The Big Data gleaned from visibility into subscriber consumption patterns is a powerful ally for targeting specific users in the form of recommendation engines and outbound marketing campaigns. Based on an individual's interests and usage trends, you can target them for granular service add-ons such as evening speed upgrades, IoT service packages, and advanced home network controls.

### Optimize QoE Where it Matters

Imagine a subscriber watching the biggest game of the season, only to have it interrupted due to congestion. That interruption could be a churn driver. If the congestion had instead occurred while the subscriber was away at work or at school, no churn would result. Clearly, certain interruptions are more significant than others. By understanding an individual’s usage pattern and what they care about, you can optimize service performance where and when it really matters.

### Empower Users with Self-Service and Individualized Configuration

Improve QoE by giving your subscribers greater control over their network configurations and access control policies anytime anywhere. Through an intuitive online portal, subscribers can set individual profiles, control access options, monitor service quality, and order add-on services. For example, parental controls and bandwidth limits can be applied on children’s devices. These access controls can be applied anywhere, even if the user is in a relative’s home.

### Turn Negative Experiences into Opportunities to Strengthen Relationships

Subscriber churn occurs when a negative experience is not resolved quickly. When churn data is coupled with service performance data, you gain a big picture view of churn patterns to help you predict behaviors, proactively deal with churn triggers, and ultimately improve the subscriber’s overall QoE. For example, you can turn a negative experience into a good one by automatically detecting and acknowledging a service performance issue, then offering a short-term upgrade to make amends.

### Offer Targeted Advertising Opportunities

When you combine subscriber demographic profiles, user utilization behavior, and an entertainment delivery platform, you have an opportunity to offer highly precise advertising services. Now you can not only monetize user behavior by offering targeted add-ons, but you can also monetize this data in the form of targeted advertising.