

Solution: Digital Home Experience
Application: WiFi Optimization

Improve quality of experience in complex WiFi environments

Ensure optimal WiFi service quality in high-density environments

Digital Home Experience solution benefits:

1. Enhance the digital home network experience with automatic WiFi parameter changes
2. Accelerate troubleshooting with increased visibility into the home network
3. Quickly deploy WiFi extenders and update provisioning information
4. Minimize customer care costs with automated QoS notifications

How can you offer technical support in complex WiFi environments?

Subscribers expect to be connected at all times with exceptional service quality. For communication service providers, this means extending technical support to complex residential and commercial WiFi networks — but how can you guarantee quality of experience in a complex environment that you can't see or control?

Small businesses, multiple dwelling units (MDU), and large urban homes increasingly need to rely on multiple WiFi extenders based on the Multimedia over Coax Alliance (MoCA) group of protocols, or similar, to ensure a strong signal throughout the premises. Delivering a consistently high customer experience in this kind of high-density environment is a challenge. Subscribers may frequently experience poor QoE from WiFi issues, such as interference from neighbouring access points. In fact, it's estimated that more than 80% of customer care phone calls relate to WiFi issues caused by:

- Forgetting or needing to change a password
- Signal blockage within the premises
- Interference from nearby access points
- Interference from non-WiFi signals

Gain holistic visibility and improve WiFi services

Enhance your subscribers' quality of experience in high-density areas with a remote device provisioning and monitoring solution optimized for WiFi devices. The Incognito Digital Home Experience solution lets you provision and monitor customer premises equipment (CPE), measure key performance indicators (KPIs) for service quality, and automatically detect the best WiFi parameters to minimize service disruptions. This could include channel selection, notifications if power is not being transmitted, switching to a higher band, or turning off unnecessary radio signals. Powered by Incognito Auto Configuration Server, this solution is vendor-agnostic and works with TR-069 and legacy devices to provide an end-to-end provisioning and management solution.

Customer service representatives (CSRs) need to spend time trying to figure out the source of service quality problems and may need to send out a technician to investigate or solve the issue, further escalating support costs. In high-density environments where there is a higher probability of interference, finding and updating the best WiFi parameters for each device can be time-consuming and may not be successful for long, often involving frequent manual updates.

Regardless of whether poor WiFi service quality is the problem, subscribers will be upset if their issue is not resolved quickly. If patchy reception continues, at best you will experience higher support call volumes and increase OPEX; at worst it will lead to additional customer churn.

Service quality problems are just the beginning. Providers do not generally have visibility into home WiFi networks and it can be a tedious, manual process to make a simple change — such as a password update — across all connected devices in complex networks, resulting in errors, increased calls to the support center, and unhappy subscribers.

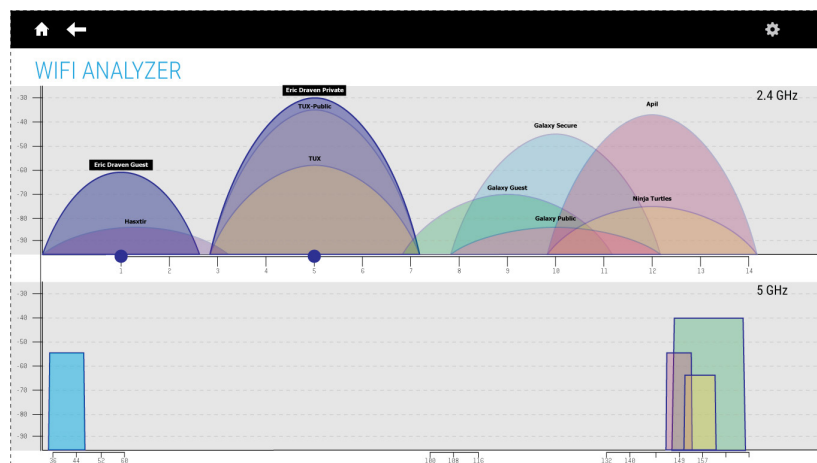


Figure 1: Detect interference affecting WiFi service quality and automatically select the best channel.

WiFi analyzer toolkit

Ensure subscribers have the best WiFi reception at all times with automatic channel and interference detection. Automatic channel selection ensures that the best signal is used for WiFi, so that interference — including neighboring WiFi — does not interrupt or impact service. This simplifies an otherwise complicated manual process that would need to be performed regularly, particularly in MDUs.

Advanced proactive analytics

Solve quality of service (QoS) problems before the subscriber is affected with advanced analytics, key performance indicators, and alerting procedures. Discover in an instant where QoS problems are occurring on your network with easy data retrieval and report generation.

Remote device monitoring capabilities not only improve the customer experience but also help reduce support costs with proactive problem solving, further reducing the need for lengthy calls to the help center. Receive automatic alerts for critical QoS issues — for example, when all channels are busy — to solve problems before customers are affected.

Intelligent responses to customer network changes

Incognito uses advanced scripting to detect any changes on the WiFi network and push out changes to other devices. For example, if a password is updated on one device, the change can be automatically pushed out to other WiFi devices on the network. Filters can be applied if necessary. Likewise, new devices added to the network are automatically detected to receive provisioning information, ensuring a true plug-and-play experience for subscribers.

About Incognito Digital Home Experience solution

The Incognito Digital Home Experience solution uniquely empowers CSR personnel and the home network residential user to proactively troubleshoot and resolve home network experience technical issues. It decreases the time it takes to resolve customer calls to the help desk by improving first call resolution rate with better digital home and device insights, reduces operational costs with less truck rolls, and improves customer satisfaction with ongoing service quality management and real-time KPIs. The solution comprises Incognito Auto Configuration Server, SmartCSR, Subscriber Self-Care Portal, Service Quality Manager, and Key Performance Indicator Dashboard.

About Incognito

Incognito Software Systems Inc. provides software and services solutions to help global service providers manage and monetize broadband services. Over 300 customers worldwide, including Cox, Claro, Globe, Foxtel, and SingTel, leverage Incognito solutions to fast-track the introduction of innovative broadband services over fiber, LTE, and cable technologies, while delivering a great customer experience. The company is a division of the Volaris Group, an operating group of Toronto-based Constellation Software Inc.

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