

Fulfilling the Promise of Mobility IN REAL-TIME

Whether it involves accessing critical health information, checking up-to-the-minute sports scores or just connecting on Facebook, the mobile lifestyle has become a reality for people around the globe. Alongside this heightened level of always-on engagement, emerging technologies have dramatically increased consumer expectations with zero tolerance for delay. Any operator that does not meet service demands will lose business.

Real-time intelligence (RTI) is mobile usage data collection combined with business intelligence analysis and proactive mitigation for various roaming scenarios. Simply put, RTI is the key to delivering on the promise of mobility: simple, ubiquitous access to service anytime, anywhere.

An operator-focused RTI service reveals a 360-degree view of the subscriber roaming experience, proactively identifying and solving problems before the user experience is affected. This type of solution then sends an alert

notifying the operator's business or operations team that a malfunction occurred and was resolved.

This timely response allows operators to prevent interrupted service or to improve issue-resolution times, thereby ensuring a satisfying quality of experience that protects both their brands and subscriber retention. Additional brand protection is afforded to operators by using RTI to monitor the quality of their roaming partnerships, allowing them to address those that underperform and invest only in reliable partners.

Subscriber-focused RTI centers on providing alerts directly to consumers, such as informing them when they approach previously determined usage thresholds. With this real-time information, users can confidently take advantage of data services without fear of large monthly bills. This enhanced experience establishes subscriber comfort both at home and while roaming, and it strengthens brand satisfaction, all of which can translate into more frequent



By **CLAUDE SEHNERT**
Vice President,
Real-Time Intelligence

“Simply put, RTI is the key to delivering on the promise of mobility: simple, ubiquitous access to service anytime, anywhere.”

use of services and increased revenue for operators.

From consumers to operators to new mobile entrants, real-time intelligence offers benefits throughout the mobile ecosystem. By helping to deliver on the promise of mobility, this capability results in an enhanced user experience that enables operators both to retain loyal customers and to attract new ones. ●

