Veego Engage

Delivering Exceptional Customer Experience Using Data Analytics

In the fast-moving, ultra-competitive telecoms sector, organizations are constantly searching for ways to innovate their services, improve their customer offering, and deliver exceptional customer experience. Today, advanced analytics creates a competitive advantage for data-centric telcos, with insight-driven visual analytics helping them win and retain customers in a congested marketplace.

Veego Engage is an analytical SaaS-based platform that helps ISP customer care departments better understand the issues that impact the customer experience based on data analysis and gain new insights and perspectives.

The platform boosts the effectiveness of Customer Care by monitoring the QoE of every internet session in the context of the characteristics and requirements of the device and app being used, pinpointing service-delivery bottlenecks, and accelerating event investigations.

The Veego Platform

Using Veego's unique "Contextual Aware" methodology, the platform presents graphical-based insights, personalized engagement and recommendations, offering subscribers QoE based enhancements.

What is Veego's Contextual Awareness?

Veego's solution uniquely determines the context of every Internet session. Before any decision is made, alarm raised, or action is undertaken, Veego learns the unique intricacies of the home and its residents' Internet behavior. It understands what they are trying to do on the Internet, where and how, and especially the QoE.

Veego's Artificial Intelligence strives to understand the user's intent, allowing it to generate unmatched insights about their usage, satisfaction, and potential problems. We call this 'understanding contextuality'.

Contextuality is determined by knowing which devices, applications and network contingencies are involved and what services they are consuming. The key to Veego's contextuality capabilities lie in its application identification mechanism that combines four key elements:

App ID & Device ID → App QoE Scoring → Root Cause Analysis → Recommended Action → Repairs

How Does Veego Use Analytics?

Analytics is applied by operators to attain better insights in order to become faster, better and make data-driven decisions. Organized data of subscriber behavior provides a better understanding of the customer. Veego's Research analytics tools analyze historical data to build forecasts. The better the quality of the data and the longer they are historically, the better the better the predictability.

Improved Customer Segmentation
Veego Engage for Research offers providers improved segmentation. This includes customer value segmentation, customer behavior segmentation, customer lifecycle segmentation, and customer migration segmentation.
In addition, Veego Engage for Research provides advanced analytics, targeting and trend views supporting the predictability of subscriber needs, preferences and their attitudes towards to the Telco's services and products. This enables enhanced business planning and targeting.

Customer Tracking
Tracks customers and how they move among different segments over time (i.e., dynamic segmentation), including customer lifecycle context and cohort analysis – instead of just determining in what segments customers are now without analyzing how they arrived there.

Churn Prevention
Provides accurate diagnosis of the customer's behavior over time and alerts of the customers at a risk of defecting.

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