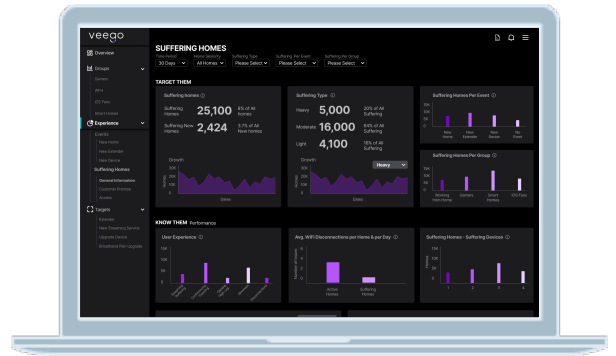# Veego Engage

Understanding what every internet user is feeling and knowing when and how to maximize CX, gain valuable insights, and take action

Veego Engage is an AI-powered, SaaS platform that provides CSPs with a unique, accurate, and always-current understanding of the Customer Experience (CX) of every internet session in every connected home. Generating and collecting contextual performance data and calculating highly accurate Quality of Experience (QoE) measurements, **Veego Engage** empowers CSPs with the ability to understand any segment of the subscriber population from any angle, gleaning crucial insights.

Unique data generation and correlation

Via an agent installed on the home router, Veego generates and collects non-personalized usage, performance, and quality-of-experience data in near real time. Using patented traffic-pattern analysis algorithms (eliminating the need for deep packet inspection), the agent continuously monitors and scores the QoE in the context of the requirements of each type of connected device and consumed app. The agent sends its data to the Veego (or CSP) Cloud where it is stored and correlated with data from agents running in a multitude of other home routers. The data is converted into actionable insights that present a very deep understanding of the relationship of each subscriber and groups of subscribers with the internet service.

Powerful proactive perspectives

No two connected homes are exactly alike, neither in topology nor in usage patterns. The AI learns each subscriber and household's behavior and experience, and generates highly valuable insights in the context of each specific internet session and the overall experience of each home at every moment and over time. Knowing precisely how subscribers are experiencing their internet produces an unparalleled advantage. Creating, connecting, and delivering this knowledge, **Veego Engage** weaponizes virtually every department in the CSP organization with powerful perspectives and capabilities to target homes and network segments of interest.

Customer experience optimization

Anywhere along the internet service delivery chain (connected devices, in-home network, CPE, last mile, WAN, cloud service), issues may impair the QoE of any internet session. Veego Engage finds and diagnoses the offending conditions and provides insights for actions to restore optimal CX.

Churn elimination

Veego Engage pinpoints suffering homes and candidates for silent churn and determines the root causes of their internet issues. It offers effective recommendations and actions to proactively address these issues and improve CX.

Onboarding

With **Veego Engage,** CSPs can carefully monitor the onboarding process and take quick, effective action to make sure these subscribers receive appropriate attention.

Router firmware update problems

Periodic firmware updates can cause disconnections between the home router and connected devices. **Veego Engage** automatically notices this condition and alerts the CSP even before the subscriber contacts Customer Care.

Research, insights, predictions, and decision support

An effective data analysis tool for ad hoc analyses of any segment of interest, **Veego Engage** enables users to establish unique perspectives about the subscriber base, the internet service, and the network. It provides valuable pre-programmed analyses and presents them in easy-to-understand dashboards and charts. In addition, it empowers users with virtually unlimited ways to spot trends, isolate issues, predict suffering homes, measure the actual effects of network changes, compare before-and-after scenarios, etc. Users can ask interesting questions, quickly obtain the relevant data, visualize the results, gain insights, and turn them into actionable plans to boost subscriber experience, marketing initiatives, network planning, customer care, and more.

Gaining a significant edge

Far-sighted CSPs adopt **Veego Engage** to lead their competition with abilities like:

• Continuous perfection of subscriber experience tuned to current and future needs

• Monitoring the experience of new subscribers to perfect the onboarding process

• Identification of problematic issues inherent in certain homes

• Discovery of suffering subscribers and churn candidates with effective recommendations to boost their satisfaction

• Visibility of issues that affect segments of subscribers (e.g., gaming spikes)

• Discovery of internet usage trends (e.g., popular devices and apps)

• Router version upgrade planning based on actual subscriber experience

• Quick identification of devices that are impairing home-network performance

• Effective push of upsell and cross-sell opportunities based on actual subscriber needs

• Accurate before-and-after comparisons of CX after router upgrades and network changes

Veego quantifies and perfects the personal experience of every internet user at every moment in every connected home