The Veego DCI Platform

Internet subscribers have alternatives. If you don't give them perfect, smooth, personalized service, they will churn – and take their long-term revenue stream with them.

Today's CSPs are largely relying on reactive care, dealing with an increasing number of incoming calls, each with their own unique problem to resolve. Through no fault of support teams, problem resolution becomes inefficient and slow. Subscribers, who already know that customer care provides a sub-par experience, are frustrated before they even pick up the phone. Many of them won't reach out at all, they'll simply turn to the competition, adding to the epidemic of silent churn.

CSPs need to make improving customer care top of their priority list, but this is no mean feat. Since each home is a unique mix of devices, apps, network topology, and needs, Internet Service Providers must be able to:

- **Visualize** each connected home and internet session, with a view of every user's quality of experience.
- **Understand** the variety of network conditions that affect each session's unique, real-time experience.
- **Resolve** problems speedily as they occur anywhere along the service-delivery chain, not only in the WiFi.

Veego's Secret Weapon:
Dynamic Contextual Intelligence

The Veego platform empowers ISPs to deliver internet service individually to each home and user in a dynamic way that learns and adapts to conditions and needs. This allows Customer Care, Success, Marketing, Engineering, and other ISP departments to optimize network operations and personalize care for millions of subscribers. For the first time, ISPs can quantify each user experience, and provide a truly holistic and personalized customer care experience to their subscribers.

Unparalleled Addressability & Accuracy

The Veego Platform employs Dynamic Contextual Intelligence (DCI) and uses a wide variety of telemetry data collected from within and beyond the connected home to translate into invaluable insights about audience internet experience and network performance. Combining real-time data points from the **entire network** (devices, WiFi, CPE, last mile, WAN, cloud service) with an intricate knowledge of the connected home and all its activities in context, allows Veego to create a Quality of Experience score that is an extremely accurate representation of the subscribers' subjective experience.
Veego's advanced machine learning and AI capabilities are able to identify and address problem situations across the entire internet service delivery chain, and not only the Wi-Fi.

Our technology delivers a product suite that uniquely combines:

1. Prompt and intelligence-based reactive care
2. Analytical and insight-driven proactive care
3. Subscriber-empowering self care

Prompt and Intelligence-Based Reactive Care

With DCI, every individual internet session can be monitored and scored in the context of its device, app type, home network, and current end-to-end conditions.

Veego immediately detects when a session's QoE score drops beneath a threshold, indicating that the user is having a poor internet experience. It reacts immediately to analyze and resolve problems wherever they may originate, restoring experience to optimal levels under consideration of any other active session within the home.

This service-specific Quality of Experience score gives customer care representatives a clear idea of where a problem originates from, what causes it, and what needs to be done to solve it.

Check out Veego Care

Analytical and Insight-Driven Proactive Care

DCI allows the analysis and processing of vast amounts of data into invaluable insights about audience and network performance. Our AI engines comb through swathes of historical data, identifying audience consumption-patterns, recurring internet problems, their root-causes, network bottlenecks, and so much more. Veego continuously garners essential insights and delivers effective recommendations for perfecting and personalizing experience, home by home, segment by segment, proactively. ISPs can know when and how to undertake service-related initiatives and measure their effects from any given baseline.

Check out Veego Engage

Subscriber-Empowering Self Care

DCI-based insights and network analysis can serve subscribers directly, as well as the ISP. Sharing relevant information about home network performance via a simple smartphone application can work magic on subscribers' levels of satisfaction, as well as give them the necessary tools to optimize their experience with autonomy and control.
Giving subscribers self-care delights the customer, saves critical ISP resources, and reduces ongoing operational costs.

Check out Veego Active

Veego enables ISPs to personalize and optimize every subscriber's experience at every moment