The Veego Solution

Seamless Subscriber Internet Experience

No two connected homes are the same. Each one operates in its own context, with unique sessions, devices, apps, and CPE. Every home is also impacted by myriad conditions within and beyond the home, including WiFi coverage, last mile operations, application servers, and more. To perfect internet experience, CSPs must be able to monitor and react to real-time changes, session by session, attuned to both the specific connectivity needs of every device, and each type of activity, from gaming and conferencing, to browsing or streaming.

The AI-powered Veego platform uses this level of context to monitor the real-time quality of experience (QoE) of every internet session, and calculates a unique QoE score that reflects how users are actually experiencing their internet.

Upon noticing a decrease in QoE score, Veego automatically detects the problem, pinpoints its location whether within the home or beyond, analyzes its root cause, and provides either automatic resolution or intelligent recommendations to restore the QoE score to its optimal level.

Subscribers Demand Optimized and Personalized Care

Today, CSPs engage with subscribers mainly via reactive Customer Care, but that's not enough anymore.

To stand out, CSPs must adopt a combination of automated, efficient reactive care, complemented by self-care and insightful proactive support that, together, optimize and personalize every user's internet experience. The modern CSPs tool belt must include:

- **Visibility:** Full visibility into the connected home and home topology, including all connected devices and apps, home network, the last mile and beyond.
- **Intelligence:** Insight and understanding into subscriber internet consumption, app and network behavior and performance, cause of service degradation, network bottlenecks and events

- **Automation:** Detection of problems (service degradation) that impair internet experience, and root-cause analysis within and beyond the home, and autonomous repair of those problems.
- **Support:** Accurate and personalized recommendations for prompt resolution where auto-repair cannot occur, delivered to CSP customer care, and direct to subscribers for self-care.
- **Data-driven analytics:** Decision-support that can direct CSP initiatives with proactive care, and allow them to accurately measure effectiveness.

Subscriber Experience Solution Suite

Veego enables CSPs to perfect the internet experience of each user and home, across their entire subscriber base, offering its advanced technologies through three unique but complementary solutions:

Veego Care: Multiplying the Effectiveness of Reactive Care

When internet problems inevitably occur, Veego Care automatically performs root-cause analysis, pinpointing the source of problems anywhere along the internet service delivery chain. This starts within the home (device, WiFi, CPE) and continues beyond (last mile, WAN, cloud service).

Whenever possible, Veego Care fixes problems automatically, optimizing the experience of afflicted users without impairing other user sessions. When auto-mitigation is impossible or ill-advised, Veego Care delivers relevant information about problems and conditions, along with root-cause analysis and step-by-step remediation recommendations to Customer Care. This information is presented on a user-friendly dashboard with deep visualization of subscriber and network insights, and enables any CSR to react quickly and precisely to support calls.

Veego Active: Self-Care in the Hands of Users

Veego Active is an intuitive self-care mobile application that CSPs can white-label or integrate with their existing application, in order to offer it to their subscribers. It empowers subscribers with autonomy to resolve many internet issues themselves by continuously performing diagnoses of the connected home and automatically detecting issues, without the need for a TSR.

By providing easy-to-understand alerts and recommendations for resolution via their smartphones, users can take control over their internet experience, and handle simple fixes themselves, without having to call Customer Care. The business directly benefits by deflecting costly and repetitive support calls, and increases customer loyalty and CSATs over time by delighting an increasingly happy subscriber base that never has to sit on hold.

Veego Engage: Data Insights for Proactive Care and Decision Support

Veego Engage offers CSPs complete, over-time visibility across their subscriber base and their network performance. It captures and analyzes online behavior, usage, and performance, generating and correlating millions of new data points every day. It enables CSP departments (Customer Care, Customer Experience, Customer Success, Engineering, Marketing, Network Planning, and Broadband Product) to slice and dice data according to attributes of interest. This allows each department to glean actionable insights about subscribers, network segments, WiFi and CPE efficiency, trends, patterns, and much more. CSPs can understand, from any angle, how users engage with their internet service.

As Veego Engage provides full visibility, it pinpoints flaws in any node, including end-user devices, routers, WAN infrastructure or even servers. CSPs can detect chronic weaknesses in any of the nodes, act on them, and then measure the effects. They can also identify problematic end-user devices, monitor the onboarding process and identify improvements that will keep new subscribers engaged. They can identify suffering homes and proactively resolve problems before silent churn occurs.

Veego Data Packs: Enriching CSP Systems via API

Veego also offers Veego Data Packs which deliver the underlying capabilities of our three Veego Solutions. CSPs can acquire individual Data Packs, such as App Classification and QoE scoring, and integrate them with their own systems.

The Data Packs directly access Veego data in the cloud and make it available via API to CSP business applications.

Want to learn more about how Veego can optimize your subscriber experience and help you meet and exceed critical business KPIs? Schedule a demo or visit our website to learn more.