Helping MNOs Improve NPS and Prioritise Infrastructure Expenditure

The telecoms industry faces huge challenges amid market pressure and economic uncertainty, according to Analysys Mason. For Mobile Network Operators (MNOs), the transition to standalone 5G networks and Open RAN infrastructure is the way forward, but replacing legacy technology will not be easy in a period of declining revenues and increasing investment costs.

Challenges will be compounded by consumers who expect enhanced coverage and increased reliability. Retaining their loyalty will be crucial, but MNOs have struggled historically to maintain a high NPS (Net Promoter Score) across relevant touchpoints, despite the metrics providing the best benchmark for comparing peers and measuring continual improvement.

nSpireCx by Endeavour Technology provides the customer's perspective of their network experience.

We collect network experience indicators such as coverage, speed and latency along with key customer and network identifiers from devices, which provides actionable insights to target and improve NPS.

With a granular understanding of the issues that cause customer dissatisfaction, which may lead to churn, MNOs can be proactive and ensure network investments correlate with keeping customers satisfied.

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Why nSpireCx?

NPS Gains — make the network changes and improvements that will have the biggest impact to NPS

Cloud Native Open API SaaS Platform — machine intelligence to optimise network investment

Unique Device Centric Technology — customer experience from the device of their network performance

Fast Deployment — cloud-native service can be implemented in a week.

Any Network — provides visibility across international and domestic networks (wherever subscribers roam)

Device Agnostic — works with iOS, Android, Linux and CPE across smartphones and tablets

Cloud Platform — no hardware or IT investment required and designed for scalability

How It Works

Network experience issues derive from from wide-ranging factors. Gaps in infrastructure may cause coverage blind spots. Poor latency or low data speeds can develop as the network falls out of step with changing subscriber habits or a changing physical landscape. New technologies like 5G can be impacted by modern construction materials, harming the indoor network experience of subscribers.

The granular visibility of customer network experience that nSpire provides, enables MNOs to identify the regions, neighbourhoods, cells and buildings that need to be addressed by network teams. Through a rich suite of tools, nSpire makes light of work of steering operational teams towards the issues that impact NPS the most.

Using the latest cloud technology, nSpire can be deployed rapidly to ensure engineers are focused on NPS-impacting network experience issues.

nspire cx

COLLECTION

RAN Activity Collection

Smart/feature phones

Apps | eSIMs | Android | Linux

Licensed Spectrum: 5G | LTE | UMTS | GSM | LTE-M | NM-IoT | LTE CBRS | ++

ENRICHMENT

Storage, Hosting, Processing, Harmonization

Enrichment: Network | Location | NPS | Segmentation | more ...

Collection | Data Processing | APIs | Datafeeds | Alerting | more ...

NPS

Network Topology

PORTAL

1.
Network Activity Collection

Device-agnostic, the nSpireCx software agent can be deployed on any customer's smartphone, tablet, FWT, CPE, in various ways, depending on the MNO requirement.

2.
Cloud-Native Processing

The passively collected network data is transmitted from each agent to the nSpire cloud platform where it is stored and processed for analysis. Open architecture and flexible APIs mean that different data sources can be integrated and harmonised to broaden the use cases.

3.
**Dashboard Metrics Analysis**

MNO's have a dedicated portal with interactive dashboards, allowing users to turn data into actionable insights that will drive NPS improvement, whether it's identifying buildings in need of LTE coverage optimisation or surfacing areas that need CapEx investment in the form of new 5G infrastructure.

Learn more **www.endeavourtechnology.com**

How nSpireCx Improves Net Promoter Scores

nSpire enables MNOs to actionably focus on a key aspect of negative subscriber sentiment in the network service they provide. By surfacing the pain points for subscribers with the worst NPS feedback, nSpire ensures a remedy is implemented and that the impact is monitored. Improved customer satisfaction will be reflected in a higher NPS, which will drive growth and profitability.

nSpire uses cutting-edge technology to steer MNO operations teams towards fixing the most impactful issues. For example, nSpire's 3D rendering of buildings and the experience within them will tell radio teams the specific floor and area that needs to be addressed.

MNOs can also use low detractors to denote the worst parts of the service and begin to pre-emptively reduce negative responses for subsequent surveys in that area.
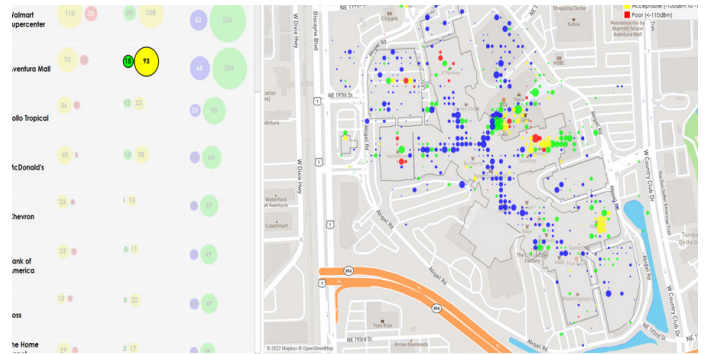

If all subscribers on a specific eNodeBs are detractors with an NPS of 5, for example, a specific issue may need to be resolved, such as indoor coverage problems or an object that's blocking cellsite transmissions. Network engineers can be dispatched to identify the precise issues and plan a fix using the nSpire Drive Test Lite feature.
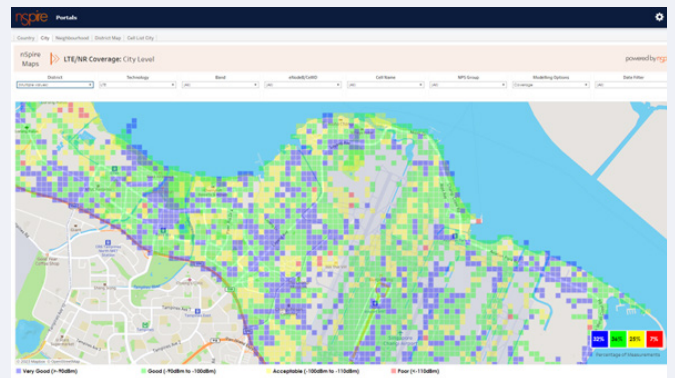
Dig Down into Granular Service Issues

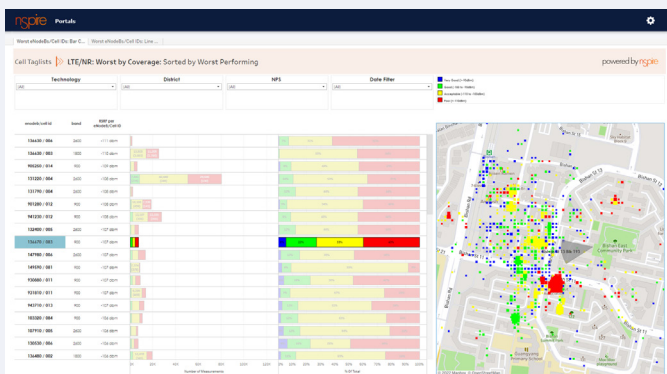Zoom in on our 2D maps and 3D charts for colour-coded indicators of service quality.

VIEW BY COUNTRY
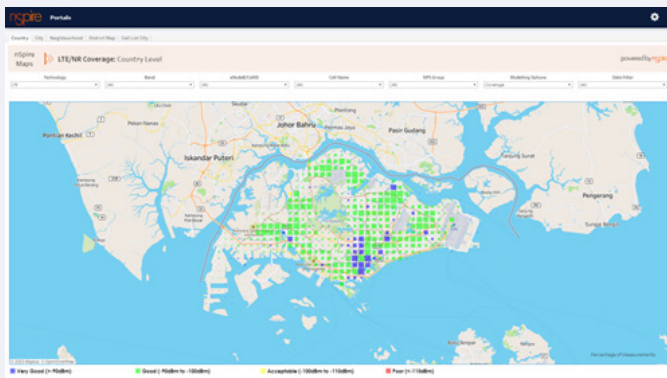
CITY

CELLSITE

NEIGHBOURHOOD OR BUILDING