

# Care Reflex Datasheet

*As a CSP professional, you constantly face the challenge of improving customer care and the overall customer experience amidst an increasingly competitive landscape. Every day, you are confronted with petabytes of customer data that, if understood in a timely and integrated manner, can transform your customer support organization and strengthen your position against peers and digital providers.*

More information, however, seldom translates to these business benefits because the key element is not the data itself, but the technology that can understand the data and its operational context in a short timescale. Do your customer support agents have all the relevant information about the customer’s journey at the time of interaction? Even a few minutes’ delay can lead to a very frustrated customer and a costly, drawn-out remediation process.

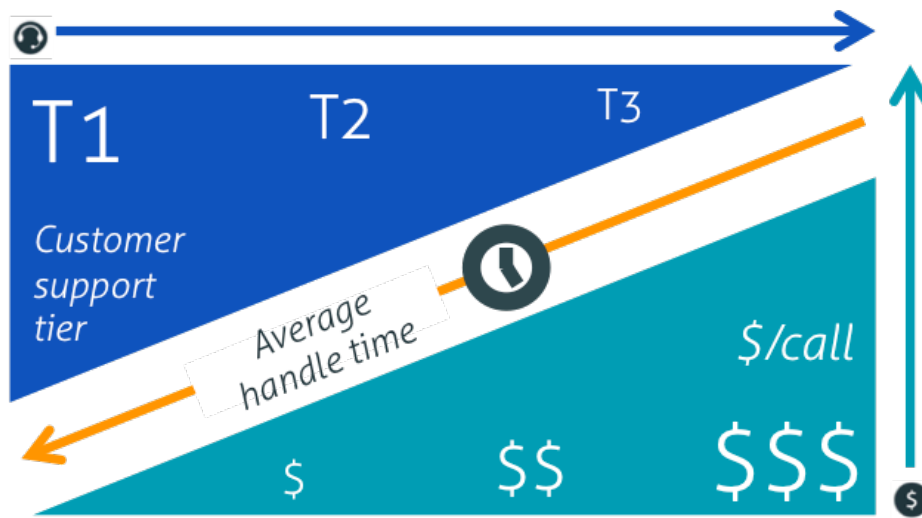


Figure 1. Poor Care not only impacts customer satisfaction but significantly weighs on your operational expense, as escalations to higher tier agents are significantly more costly

*Seconds reduction in average hold time can equate to millions in savings*

## Key benefits

- Reduce average handle time (AHT), lower mean-time-to-repair (MTTR), increase first call resolution and decrease repeat calls by enabling smarter, contextual care
- Quickly discriminate between network vs. device and customer-centric vs. service-wide problems for smarter triaging and reduced no fault found (NFF) equipment returns
- Reduce inbound call volume and 'bill shock' by enabling self-service care that reveals bill and usage behavior at a granular level
- Easily integrate with existing Customer Support platforms to provide enriched analytics capabilities for maximum flexibility and extensibility

## Reduce operational cost and increase customer satisfaction with Guavus Care Reflex

Guavus Care Reflex, a key component of the Guavus Customer Experience Analytics (CXA) suite, provides customer care agents with real-time insights from network and customer quality of service data to determine the precise quality of experience at critical points of the customer journey. As a result, problems are identified and resolved faster and subscribers receive personalized service that improves customer satisfaction and reduces churn.

Care Reflex currently offers an extensive list of pre-set API methods that you can easily integrate into your existing customer support infrastructure to enable customer awareness.

Care Reflex enables superior customer experience on three levels:

- **Contextual Care:** Care agents have all the information they need at the time of call to conduct an informed dialog with the customer tailored to the context of the situation. They can quickly resolve issues while discriminating between network vs device and customer-centric vs service-wide problems for smarter triaging.
- **Proactive Care:** You can identify developing issues by detecting subtle patterns and anomalies in data. This averts a large number of calls, representing millions in savings. It also contributes to high customer satisfaction by maintaining a superior level of QoE.
- **Self Care:** You can reduce inbound call volume and 'bill shock' by enabling self-service care that displays bill and usage behavior at a granular level in a way that existing billing and BSS systems cannot provide given the growing rate of data usage and complexity of networks.

### Product highlights

- Facilitates intelligent, Contextual Care by enriching agent workflows with near real-time, holistic visibility into the customer journey across different services and networks at the time of call
- Delivers Proactive Care by detecting patterns in data that anticipate impactful issues
- Enables Self Care by delivering data that can be used by self-service portals for explanations of data usage
- Scales to support high traffic inherent to mobile data usage, processing data in milliseconds for the fastest access to information
- Boosts the existing BSS ecosystem by providing easy-to-use APIs for data access
- Flexible framework scales horizontally to support a range of use cases, from point service deployments to end-to-end customer journey analytics
- Quickly differentiates between minor and more impactful issues with real-time machine learning and analytics

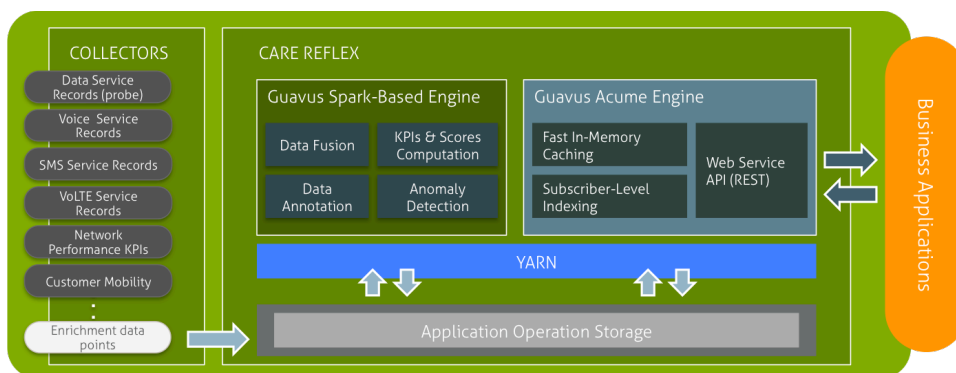


Figure 2. The Guavus Care Reflex architecture

## Ignite technical triaging and issue resolution

A significant number of customer inquiries currently relate to technical issues or questions. This rate only promises to worsen with the continual introduction of new services such as VoLTE that adds numerous data points for CSPs to wrestle with. The end-to-end customer journey is incredibly intricate and crosses many equipment vendors and functional silos (e.g. Core vs RAN). In order to understand this complex ecosystem, care agents must be armed with a powerful toolset.

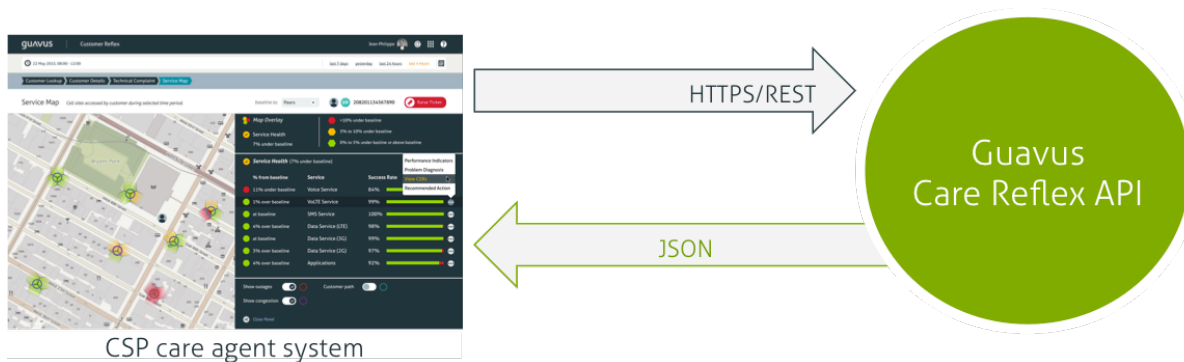


Figure 3. Care Reflex's enriched data feed enables agents to diagnose service and performance issues using their own customer support system

Care Reflex helps care agents understand the customer problem and quickly differentiate between network, device and training issues by providing a holistic view of the customer's impactful events across time and touch points. By computing an extensive set of subscriber-level KPIs from probes, CDRs and customer mobility data points, Care Reflex helps contextualize your customer experience across any services.

Care agents often spend many cycles validating the customers' vague claims about their service (e.g. "My internet is really slow" "I have a lot of dropped calls" "People receive my texts so late"). Then there are those customers who purchased gray market devices and encounter compatibility issues. Readily knowing the customer's device details such as manufacturer, model, OS, IMEI/TAC data can significantly reduce the call handling time and improve the customer's care center experience. Care Reflex improves the mean time to understand (MTTU) and AHT in several ways:

- Provides a detailed, holistic view of quality of service data (e.g. number of dropped calls, sessions, where, when) across the accessed services in less than one second
- Quickly differentiates between a customer-specific problem vs a location-, network-, or device-related issue
- Optimizes the triage process and accuracy with advanced analytics
- Automates potential issue discovery

## Shortcut the usage inquiries

A large number of customer inquiries relate to data usage. Customers often do not realize the costs associated with their activities, which can also lead to bill shock. If you improve the customer's ability to better understand their usage and enable them to monitor high cost activities (e.g roaming), you can have a huge impact on customer care efficiencies and customer satisfaction.

Care Reflex provides an up-to-date view of subscriber data activities so that care agents are empowered to quickly understand and explain any service consumption inquiries. Care Reflex supports near real-time computation on many critical data points, including:

- Customer calls/SMS
- Data usage (sessions/volumes up/down)
- Usage by application types and application
- On-network and roaming

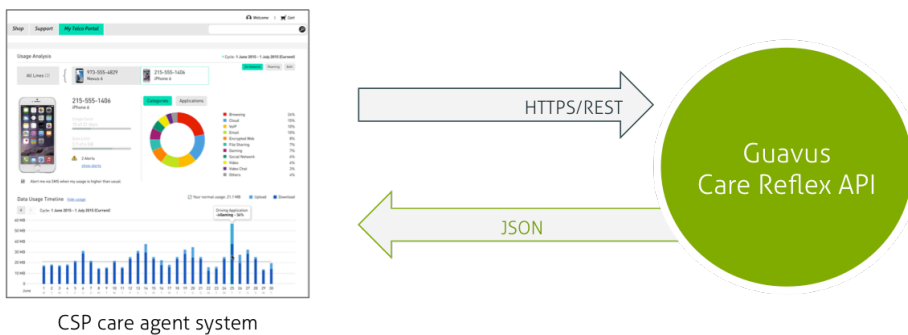


Figure 4. CSPs can use data feeds from Care Reflex APIs to build self-service portals so customers can better understand their service usage

Customers often make frustratingly vague complaints about their data usage that can take care agents much valuable time to investigate. Care Reflex provides a multi-pronged approach to deflect inbound queries and drastically shorten the resolution process:

- **Deflect billing inquiries:** Enable customers to investigate and understand their service usage through a self-service portal
- **Reduce AHT and shorten MTTR:** Provide L1 and L2 agents with a complete perspective of the customer usage journey so that they can quickly discern the key drivers of the customer usage

## Go beyond KPIs and use actionable analytics for efficient resolution and proactive troubleshooting

Businesses have invested billions of dollars over the years with the objective of collecting every customer data available. While data form the foundation of analysis, it tells only the beginning of the story. Care agents may have access to an abundance of data, but without context, without the ability to see patterns and connect the dots, they will spend valuable time struggling to interpret the meaning of the data.

In addition to delivering KPIs, Care Reflex can perform analytics and automatically detect patterns in data to enable L1 care agents to quickly solve problems instead of escalating to costly L2 and L3 agents, freeing up their resources to address more complex issues.

Given that many customer inquiries are vaguely stated and the potential causes are manifold, this level of advanced analysis can yield a tremendous impact on reducing MTTU and a dramatic decrease in OPEX.

## Easily integrate with your existing systems and expand the scope as needs evolve

Guavus Care Reflex's API design seamlessly integrates with your existing ecosystem so that you can still benefit from the familiarity of your current tools while scaling and enriching their capabilities.

Our flexible framework scales horizontally to support a range of use cases, from point service deployments to full customer journey analytics. You can start with a smaller project specific to a service and expand as your needs evolve.

CSP pain point	Care Reflex benefit
Siloed data means care agents must navigate through multiple software systems to gather the information they need, slowing down inquiry remediation	<ul style="list-style-type: none"> <li>Provides near real-time, holistic visibility into all relevant QoS datapoints, expediting call resolution, reducing AHT and improving customer satisfaction/retention</li> </ul>
Majority of calls involve data usage misunderstanding, but agents only have partial visibility into the customer usage journey, resulting in escalations or costly credits. Services are becoming increasingly more complex and issues tend to be more difficult and time-consuming to resolve.	<ul style="list-style-type: none"> <li>Enables CSPs to build self-service portals that explain usage details, deflecting expensive customer calls</li> <li>Determines the key drivers of customer usage (e.g. application type)</li> </ul>
Most of the call is spent listening to the customer explain the situation in very vague terms (e.g. I always have dropped calls), which require extended questioning for diagnosis and triaging	<ul style="list-style-type: none"> <li>Enables contextual, efficient dialog with the user by providing all the relevant information upfront across accessed services at the time of the call in 500 milliseconds</li> <li>Collects data from CDR and DPI/EDR to provide a comprehensive view into customer experience across the different services and networks</li> <li>Facilitates L1 technical triaging and improves L2 agent diagnosis process with comprehensive view of usage and service performances</li> </ul>
There is a long delay in the availability of data that is relevant to the immediate customer problem at hand	<ul style="list-style-type: none"> <li>Delivers the most up-to-date, relevant information on customer experience using a scalable framework that computes data as it is received</li> </ul>
Care agents systems provide data points without context, leaving agents to struggle with interpreting the data	<ul style="list-style-type: none"> <li>Delivers actionable analytics on top of KPIs to help agents see patterns and make sense of the data for fast issue resolution</li> <li>Advanced analytics allows CSPs to take proactive action against issues that involve a group/segment of customers before they become Care bottlenecks</li> </ul>
Care agents often do not have access to even the basic diagnosis information, leading to costly L2/L3 escalations and making it difficult for Tier 2 to follow the "breadcrumb trail"	<ul style="list-style-type: none"> <li>Increases first call resolution by equipping agents with near real-time contextual customer and network information</li> <li>Ensures that all levels of the care organization are looking through the same pane of glass</li> </ul>
No Fault Found equipment returns are costing the industry over \$4.5B globally. Care reps are unable to access the data in time to differentiate between network- or device-related issues,so functioning phones are being replaced.	<ul style="list-style-type: none"> <li>Correlates data from network performance so that care agents can accurately determine the most likely cause as network or device related</li> </ul>
It's difficult to differentiate between customer-specific problems vs general problem involving a group of users	<ul style="list-style-type: none"> <li>Correlates data from network performance to pre-diagnose the problem</li> </ul>

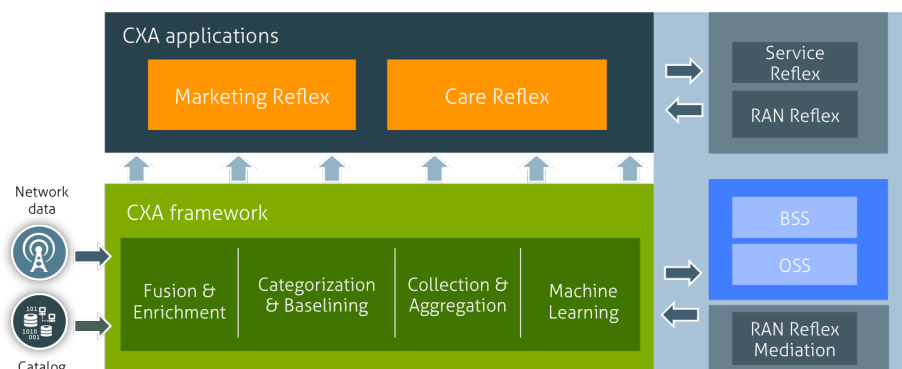


Figure 5. Care Reflex is a key component of the Guavus Customer Experience Analytics suite

## Built on the Guavus Reflex platform & CXA framework

Guavus Care Reflex is built on the Guavus Reflex big data platform technologies, which are designed to ingest, correlate and analyze high volumes of streaming and stored data in real time using compute-first, store-later architecture. The modular design allows you to easily add to Care Reflex capabilities to support a true, end-end customer care and resolution solution.

Along with Guavus Marketing Reflex, Guavus Care Reflex is a main component of the data-driven Guavus Customer Experience Analytics (CXA) framework. The two analytics applications leverage a common framework for maximum reusability and extensibility. For the first time, CSPs and MSOs have the ability to create holistic, cross-functional data-driven customer experience journeys. The framework's starting point is a set of common workflows, functions and data models that support the applications' use cases.

## Summary

As the human touchpoint of the business, the Care organization plays a critical role in shaping the customer experience, developing customer advocacy and influencing brand perception. Guavus Care Reflex provides a holistic analytics layer across network, operational and customer data to help you deliver personalized, quality customer care. With near real-time access to virtually any relevant customer impactful events, care agents can deliver context-sensitive advice and quickly remediate inquiries. With Guavus, you can not only reduce expensive customer churn but also improve operational efficiency by reducing AHT, MTTR and increasing first call resolution.

## About Guavus

Guavus solves the world's most complex data problems. Proven across Fortune 500 enterprises, Guavus provides a new generation of analytically powered big data applications to address specific business problems for next-generation service assurance, next-generation customer experience management and the Internet of Things. The Company uniquely breaks down the barriers between Operational Support Systems and Business Support Systems to enable customers to more efficiently plan network capacity, improve service operations and deliver a better customer experience. Guavus' operational intelligence applications correlate and analyze massive amounts of streaming and stored business, operational and sensor data from multiple, disparate source systems in real time. Guavus products currently process more than two Trillion transactions per day.

The logo for Guavus, featuring the word "GUAVUS" in a bold, sans-serif font. The letter "A" is stylized with a small orange dot above it.

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