

## NEMO CEM SOLUTION

### TOOLS FOR MONITORING THE REAL CUSTOMER EXPERIENCE

In today's competitive market, providing the best customer experience is a key challenge. Nemo CEM Solution is an automated and proactive solution for monitoring mobile services real-time from the customer perspective. Nemo CEM Solution consists of Nemo Qmon application running on smartphones and Nemo Qview back-end solution for analysis and reporting.



# MOST COMPLETE SOLUTION FOR CUSTOMER EXPERIENCE MONITORING

Nemo CEM solution is a powerful, flexible, and scalable set of tools for monitoring wireless network performance and services from the end user-point of view. With the Nemo CEM Solution operators can easily and discreetly collect QoE data directly from their customers while they are using their smartphones. With the solution embedded on the customers' smartphones, operators can more confidently guarantee a high quality of service, hence improving the quality of end-user experience.

## Complete set of tools for CEM

- **Nemo Qmon** provisioned and installed over the air (OTA) on commercial smartphones calculates KPIs based on the subscriber location, network scenario, and session criteria, all with very low impact on the smartphone battery life and performance.
- **Nemo Qview** server aggregates KPIs transferred via HTTP from one or a million of smartphones simultaneously. Dashboards and reports can be customized thanks to an easy-to-use back office tool allowing users to know in real-time exactly why, where, and what is happening.



## Benefits

- Quickly deploy optimized network and services performance tests on any mobile operation system on multi-RAB (Radio Access Bearer) including Wi-Fi and LTE.
- Measure and analyze real-time end-user device KPIs to detect potential service degradations before any serious impact.
- Become aware of network coverage and services weaknesses perceived by real customers.
- Ensure sustained quality of service (QoS) for voice, high speed data, and any 3G data service.
- Increase customer satisfaction and reduce customer churn through service differentiation.
- Reduce costs by focusing on services that are important to your customers.