



Quality of Service

The key to superior Quality of Experience

A white paper for marketing and business professionals of tv and telecom operators

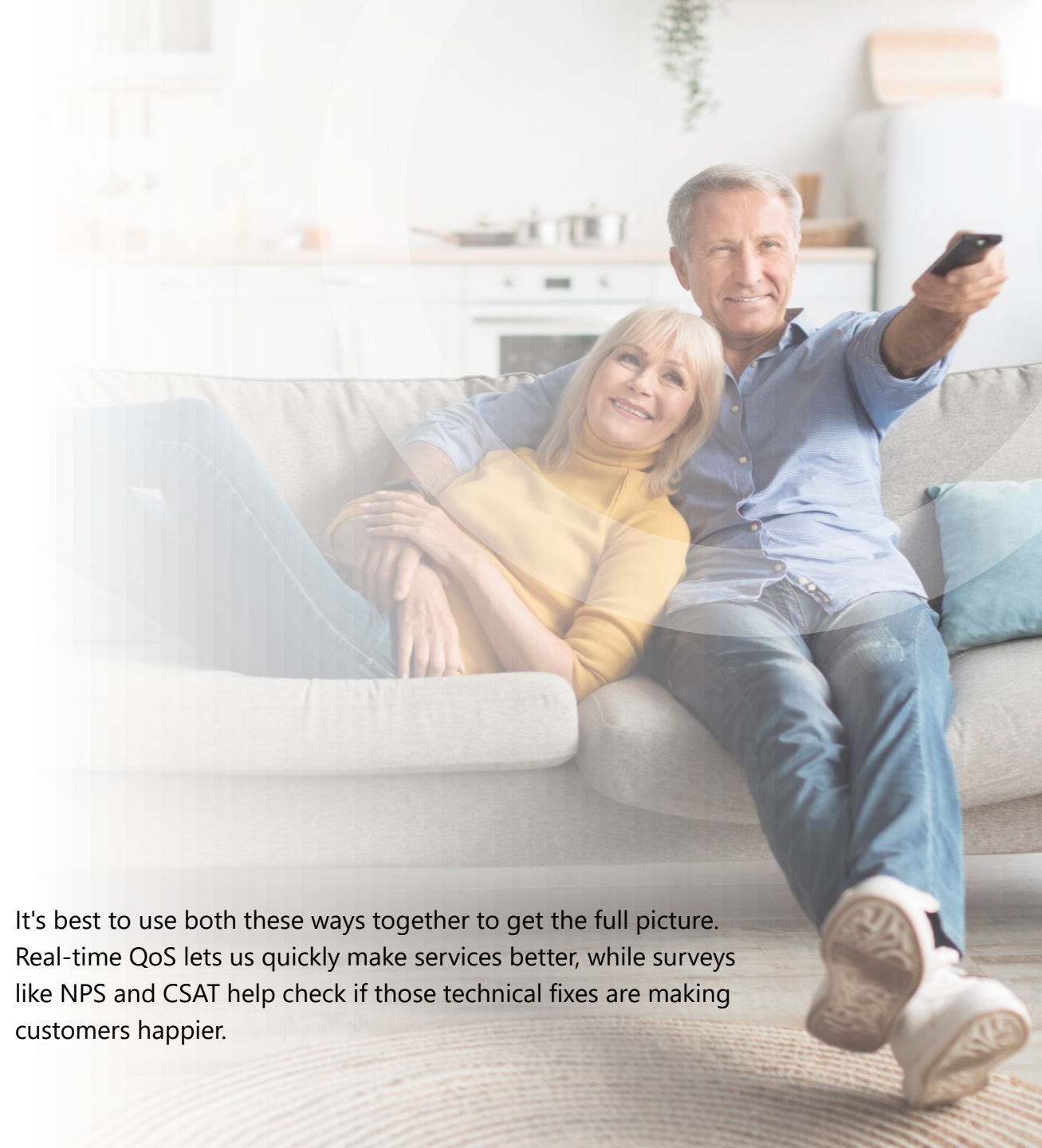
In today's quick-moving world, keeping subscribers pleased with their TV or internet service is crucial for making a mark.

This guide delves into the nuts and bolts of Quality of Experience, exploring how to measure it and tackle its various challenges.

Understanding Quality

There are two main ways to figure out if subscribers are happy. One way looks at personal feelings through surveys or scores, which is about what people think and feel about a service or product (Quality of Experience). It usually takes some time to collect the feedback though, time that operators can not afford to waste.

The other way, Quality of Service, looks at clear, objective, measurable things like how fast a service works, how often it's available without problems, and how reliable it is, giving a technical look at how well a service is doing. A great service needs to work smoothly and quickly, making sure the customer experience doesn't get ruined by technical problems. Things like price, ease of use, design, and what shows are available matter too, but nothing beats having a service that just works well, making subscribers happy and loyal.



It's best to use both these ways together to get the full picture. Real-time QoS lets us quickly make services better, while surveys like NPS and CSAT help check if those technical fixes are making customers happier.



The power of data

Digging into data lights up the path to improving how people enjoy TV and internet, uncovering what they like and what might ruin the fun. When services get clever with data, they can spot and fix issues before they mess up anyone's experience. It's about using all that data to ensure excellent performance, making customer satisfaction better day after day.



Seeing the Big Picture

There are tons of tools for tracking how technical performance, like for example streaming performance is doing, but they often miss out on how else people consume the service. We really need a way to see it all – like online streams and traditional channels - in one glance. This full view helps us get how the whole service works together so TV and internet providers can see the complete performance story, ensuring everyone has a top-notch time, no matter what happens.

Looking Beyond the Surface

To tackle performance issues, operators need to dive deep, like treasure hunters. With all the technology parts of a platform and or network working together, just skimming the surface with standard analytics won't uncover everything. Real challenges might come from how these parts fit and work together. That means going beyond the basic metrics and mining big data for hidden issues and clues, ensuring the whole system works perfectly.

Evolving TV technology

As platforms and networks grow, they're filled with more technology components, each constantly updating. This can cause snags between different parts. Because of this, engineers are spending more and more time making sure everything performs well, handling the complex web of technology interactions. In the long run this situation is unsustainable, as operators cannot continue to add engineers to their workforce indefinitely. This is why we need clever ways to keep everything integrated and working smoothly, maintaining great customer experiences even as technology grows, and engineering power becomes limited.



Cross-team collaboration

In the complex world of operations, engineers are frequently segmented into distinct teams, each focused intently on their specific piece of the puzzle. This division, while structured, can lead to challenges, particularly when it comes to maintaining a holistic view of the service. With attention concentrated on isolated components, the broader picture often remains out of sight.

This oversight is crucial, as many hitches in service quality arise not from standalone issues within individual parts but from the interplay between them – the crucial interoperability that binds the system together. Recognizing and addressing this need for cross-team collaboration and a unified perspective is key to preempting and solving the puzzle of interoperability challenges, ensuring a seamless experience for the audience.



+19 months
Customer lifetime

+450%
Subscriber growth

-20 to +21
NPS

Figures based on our main reference case

How we help our customers flourish

Achieving exceptional QoE in an era where technologies and viewer demands are ever-changing is a complex puzzle. But it's a puzzle we're here to help solve. If your service is facing these multifaceted challenges, know that support is just a conversation away.

Like we have done for many brands all over the world, we are ready to collaborate, offering insights and executional support to improve QoE and QoS of any tv platform or network. We apply a holistic, data driven approach which we call the Divitel Algorithm Factory to create, manage and refine algorithms that drive advancements in quality of service. We have significant measured business impact like an increased viewer retention of 19 months, an expansion of the subscriber base by 450% and an elevated NPS from -20 to 21.

Reach out to us any time, and let's enhance the Quality of Experience together, building a future where your service isn't just used, but thoroughly enjoyed.

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About us



telemach



With more than 25 years of experience in the industry, we are committed to facilitating the world's growing need for efficient hyper Quality of Experience (QoE) through maximum Quality of Service (QoS). As technology experts, we revolutionize quality management using AI and automation to quickly solve streaming issues and guarantee seamless viewing on all devices.

Our support services —from launching technology to modernizing and maintaining QoS platforms— frees operators to concentrate on their main goals.

divitel.com