OPTIMIZE YOUR CUSTOMER EXPERIENCE WITH NETWORK INSIGHTS FROM UMLAUT

Leverage umlaut's Insights for Superior Sales Conversion

NETWORK INSIGHTS FOR SUPERIOR CUSTOMER EXPERIENCE

umlaut brings industry-leading expertise in network performance benchmarking supported by an independent and granular collection of network data thanks to their high-quality dedicated benchmarking setups and global crowdsourced network performance data. These insights identify and benchmark network coverage and performance parameters, influencing customer experience for superior sales conversion and proactive, hyper-personalized service.

umlaut leverages Snowflake for sharing insights based on its own crowdsourced network performance data and third-party data available in Snowflake marketplace, which brings in a robust and secure industry standard mechanism for sharing data and insights.

> Customer perception is reality. We needed an easy-to-use tool to get instant and direct feedback from our mobile customers. We wanted to shorten the process and find a better, more appealing way for customers to share their mobile network experience.

ELMAR GRASSER

Chief Technology Office, Sunrise Communications Group AG

THE CHALLENGE

In this continuously changing and dynamic business world, corporations are obliged to make faster and more precise decisions that define their future. Corporations must be able to easily interpret the large amount of valuable data and information accessible to them to remain competitive and improve customer experience. Customer experience at point-of-usage is the key differentiator for Telcos to assure subscriber retention and revenue growth.

WE ARE

- Owners of global crowdsourced network performance data
- Experts in Big Data, business intelligence, telecommunications and benchmarking capabilities
- Supporters of data-driven decisions in multiple industries
- Capable of multi-data source integration

TESTING AND VALIDATION; FIXED BROADBAND MONITORING SOLUTIONS
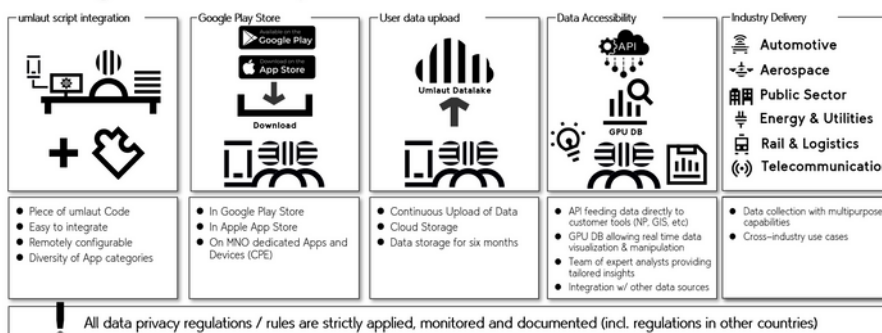
Today's networks collect a lot of information on user performance and user sentiment; combining them—or even gleaning insights from that data—is a challenge, not to mention issues with troubleshooting. umlaut offers a multisource data acquisition engine that is remotely configurable and feeds processed data directly to customer tools using umlaut's SDK API and data access APIs. This solution allows extended network monitoring, down to single users, and unmatched troubleshooting capabilities.

MOBILE NETWORK PERFORMANCE AND USAGE DATA

umlaut collects mobile and fixed network performance and usage data from a worldwide panel of smartphone users. umlaut's crowdsourcing solution is based on an SDK integrated into thousands of Android and iOS apps and collects anonymized data on customer devices in the background, 24/7/365. The efficient data collection engine has allowed umlaut to create an extensive, unprecedented, high-quality data product with worldwide scope compared with similar passive crowdsourcing solutions.

umlaut integrates a small software module into smartphone applications, allowing it to continuously collect end-user (crowdsourced) data.

OFCOM (UK REGULATOR)

Ofcom required support to better understand the changing ways people in the UK used their mobile services.

Ofcom conducted their study using umlaut crowd data, focusing on:
- Share of connections across wireless network technologies
- Success rate for mobile connections
- Response times
- Pattern analysis of the ways people use their mobile phones

Ofcom reached the following key takeaways:
- Two-thirds (65%) of the time, devices were connected to Wi-Fi rather than to a cellular network
- People were able to connect to a 4G network 97.3% of the time they attempted to do so

ABOUT SNOWFLAKE
Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com.

ABOUT UMLAUT
Who is umlaut? umlaut, part of Accenture, is a global, full-service, cross-industry, end-to-end company that offers advisory and engineering services to clients all over the world. Our interdisciplinary capabilities enable us to add value, quality, and focus to organizations and produce. We are an able and agile group of consultancies and engineering firms—5,000 specialized experts and engineers providing innovative solutions across all industries and their various intersections, as well as the public sector, and developing organizational cultures, structures, and processes.

snowflake.com #MobilizeYourData