



Superior Service for Mass Events

The Opportunity

High profile sporting events carry the risk of the unexpected and create additional demands on Carrier Service Providers' (CSPs) brand. During a world class high-profile event, one North American CSP was faced with the challenge of ensuring subscribers' experience especially for *corporate and VIP accounts*. How will this carrier protect their reputation?

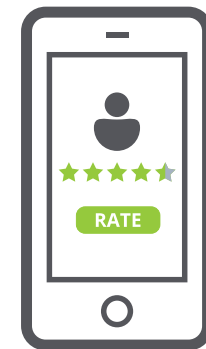
The Detail

With thousands of attendees at this world class sporting event, and hundreds of visitors to the city, this CSP required a solution to proactively manage subscribers' behavior and experience in near real-time. The teams utilized Smart Data with nGenius® Business Analytics (nBA) to obtain immediate alerts for triage and troubleshooting. nBA also delivered access to dashboards, reporting, and provided an in-depth view into subscriber behavior. Multiple teams used these reports to quickly resolve issues, enhance subscribers' experiences, and advance their brand value.

The Results

The NETSCOUT® nBA Solution Provided:

- Reports and dashboards for cross-functional team collaboration
- Improved customer experience and brand value
- Speedy isolation of performance issues
- Smart Data with analytics to third-party systems



**INCREASED THIS OPERATOR'S
BRAND VALUE AT HIGH
PROFILE EVENTS**

CONTACT
AN EXPERT



To learn how to ensure the quality of subscribers' experience during mass events.



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