



## Improve Net Promoter Score

### The Opportunity

For Carrier Service Providers (CSPs), prolonged negative customer experience can trigger a drop in Net Promoter Score (NPS). Due to frequent network issues, a large wireless service provider was faced with decreased NPS scores. With customer loyalty and internal sales incentives at stake, how will this wireless provider isolate chronic network issues and increase NPS?

### The Detail

Leveraging nGenius® Business Analytics solution (nBA) with Smart Data from NETSCOUT®, the team performed analytics to discover root cause – in this case, the handset models. To minimize chronic network issues, the team proactively applied the use of Smart Data to gain deeper insights. They created Key Performance Indicators (KPIs) to closely monitor handset performance which improved over a period of time and also enhanced NPS scores. The reports on offending handsets were also used to launch a handset incentive program to improve subscribers' experience.

### The Results

The NETSCOUT nBA Solution with Smart Data Provided:

- Reports for top offending handsets with impact to NPS
- Access to relevant KPIs to quickly isolate issues
- Increased visibility into the subscriber experience overtime, lower churn, and improved NPS



**IMPROVE NET PROMOTER SCORE WITH SMART DATA**

CONTACT  
AN EXPERT



To learn how to use nBA with Smart Data to improve net promoter score.



**Corporate Headquarters**

NETSCOUT Systems, Inc.  
Westford, MA 01886-4105  
Phone: +1 978-614-4000  
[www.netscout.com](http://www.netscout.com)

**Sales Information**

Toll Free US: 800-309-4804  
(International numbers below)

**Product Support**

Toll Free US: 888-357-7667  
(International numbers below)

NETSCOUT offers sales, support, and services in over 32 countries. Global addresses, and international numbers are listed on the NETSCOUT website at: [www.netscout.com/company/contact-us](http://www.netscout.com/company/contact-us)