

# Spatialbuzz™

## Customer-driven network improvement

The world's leading mobile network operators improve customer satisfaction by making timely, transparent customer engagement an essential component of their network experience. With Spatialbuzz™, Ookla's platform for customer-driven network improvement, you can easily implement digital customer engagement tools that deliver insights to the network and service operations centers (NOC and SOC) — so you can surface network experience issues and prioritize improvements. Spatialbuzz customers report dramatic improvements in digital engagement, NPS, call center volume, cost savings, and time to resolution for network issues.



### With Spatialbuzz:

- Digital teams can increase and improve customer engagement
- Customer care teams can reduce call center volume and provide more contextual communication
- Network, NOC, and SOC teams can more quickly discover issues and prioritize improvements
- Customers receive the best experience possible, even during service issues or outages

### What does a customer-centric network look like?



Timely, contextual customer communication (about good and bad news)



Visibility into real-world customer experience on your network



Network prioritization based on customer insights & engagement data



Happy customers on a better network

### How does Spatialbuzz work?



Spatialbuzz integrates with existing mobile and web applications



Customers provide real-time feedback on their network service or experience



Spatialbuzz collects real-world network performance and device radio measurements



Spatialbuzz aggregates this data to detect customer experience problem hotspots



Customer care teams provide timely, relevant communication based on network conditions



Network teams prioritize improvements on volume and severity of impacted customers

# What is Spatialbuzz?

## Customer Engagement Tools

Customer-facing widgets embedded in existing customer care, billing and mobile apps

- Coverage Checker
- Network Status Checker
- Network Performance Test
- Report a Problem
- Keep Me Posted

## Network Intelligence & Analytics Portal

Real-time insights derived from customer engagement data and device radio measurements

- Precise customer geolocation information, feedback, and device measurements
- Outage detection & prioritization
- Customer dissatisfaction hotspots
- Integration to existing network data sources and analytics tools

## Service & Customer Care Tools

Insights into real-world customer network experience, in a combined view with network status information

- Care agent views into impacted customer network conditions
- Direct, consistent communication to customers — at scale
- Transparent communication about network status, known issues, and improvements



Spatialbuzz has helped solve the key challenges of digital transformation, customer experience management and network optimization for leading mobile operators worldwide.

## Case Study

How U.K. mobile operator O2 transformed customer perception of its network through digital engagement



“Spatialbuzz puts the customer at the very heart of how we plan, design and operate the network and has become key to our customer-centric network strategy — crucial when 33 million customers use our network every day.”  
— **Derek McManus, COO of O2**

### Problems

- Regular nationwide outages impacting CSAT and NPS
- Major management restructure
- Significant change programs causing customer dissatisfaction
- Extreme load on assisted support channels
- Consumer shift to self-service

### Spatialbuzz Solution

- Launched strategic “transparent network” initiative underpinned by Spatialbuzz platform to:
- Improve customer perception of network and decrease call volume through digital engagement
  - Rebuild trust through honest communications
  - Gather intelligence for a more customer-centric SOC

### Outcomes

- 400x increase in digital engagement
- 40% reduction in calls to assisted channels
- 80% reduction in calls to assisted channels during major outages
- U.K. regulator rates O2 highest for customer satisfaction

Learn more at [ookla.com/spatialbuzz](https://ookla.com/spatialbuzz)