Abstract of the presentation:

**Benchmarking and optimising of customer experience of multimedia services – Case Dutch football experience**

Sift from bit rate to customer oriented measurements and KPIs

For years, operators have relied almost solely on bitrate as the single KPI to measure, benchmark and optimise their networks for mobile data. But in modern mobile networks the bitrates are often so high that in many cases there are other factors imposing more limits on mobile data customer experience. For some use cases, e.g. VoIP, high bitrate is not required at all, and sometimes not even a very high bitrate allows for acceptable customer experience. Thus, true customer oriented test cases and KPIs are imperative for modern network benchmarks and optimisation.

Challenge has been how to link QoE, QoS and network performance together. In the presentation Omnitele presents the frame how customer experience and network performance KPIs can be mapped together.

**Case study: Dutch football WC2014 experience in Amsterdam**

Omnitele conducted case study in Netherlands during the football World Cup 2014. KPN, Vodafone and T-Mobile networks were benchmarked in “*be-the-customer*” fashion in Amsterdam area. Results were used to compare operators’ offered customer experience, but also used as an input to focus optimisation effort. As an outcome, networks were optimised on areas that had the highest impact on customer experience.