Importance of QoE and QoS for Orange

Session 3: How is quality of experience important to operators and consumers?

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orange™

# Orange in the world
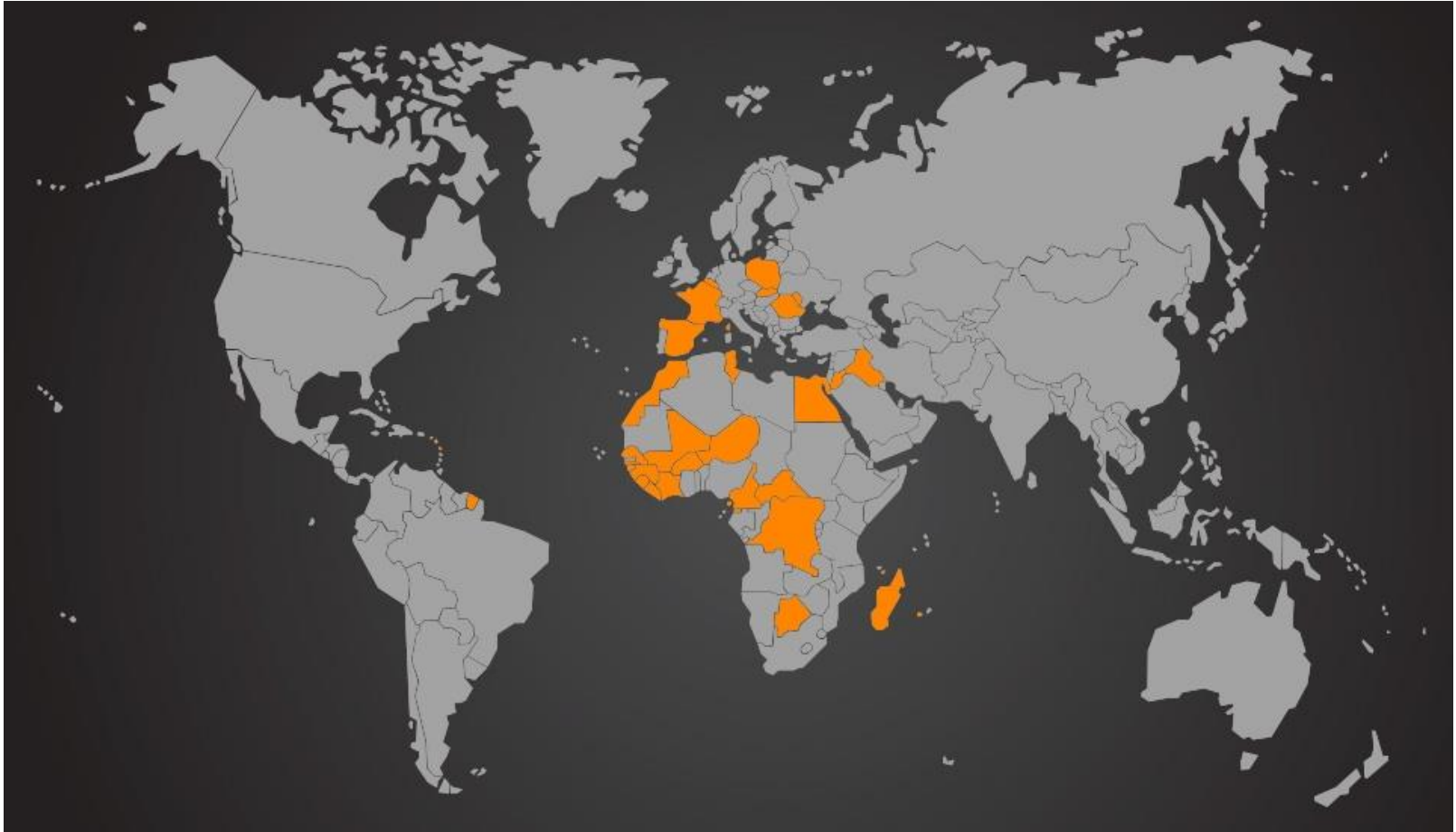
Importance of QoE and QoS for Orange

What we are doing in terms of quality
- *Customer surveys*
- *Churn analysis*
- *Active & passive monitoring*
- *Crowdsourcing*
- *Drive tests*
- *CEM*
- *Quality management process*
- *…*

- *Orange delegates in standardization bodies*

- *and much more*

WHY, HOW QUALITY IS A STRATEGIC STAKE FOR THE GROUP?

BECAUSE AS A CUSTOMER, WE ARE SENSITIVE FOR THE QUALITY

EXCELLENT ANSWER LET'S PASS N'HOW TO DO'

Internal processes - Assessing end user experience and measurement methods in proactive mode is the solution through

➜ *QSA (Quality of Service Assessment) which helps architects in putting ahead their analysis on projects*

- Identifying the impact on QoS (level and stakes)
- Influencing architecture choices
- Highlighting actions to put in place for run, including MSAD writing decision

➜ *MSAD (Measurement Strategy and Architecture Dossier) which helps operations in anticipating QoS measurement strategy and architecture*

- Securing project/product deployment and operation
- Bringing flexibility/relevancy on metrics available to monitor QoS and associated measurement tools

(i)T0 ──────────────────── **Architecture process** ──────────────────── **(i)T1**

Quality of Service Assessment
- **QoS stakes**
- Architectures choices
- QoS risk assessment

Measurement Strategy & Architecture Dossier (MSAD)
- **Measurement strategy**
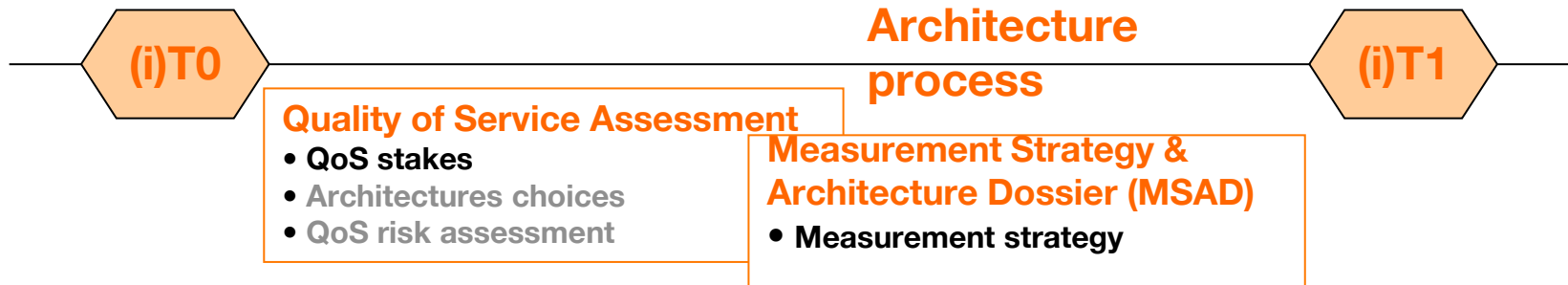
Internal processes - MSAD methodology

➔ Objective to determine the overall measurement strategy as metrics to be measured, architecture of measurement (location and number of tools for collection and aggregation of metrics, and explain why

➢ Global approach

   ❖ Service characteristics taken as a basis to

      • Analyse its technical weaknesses (QoS) and perceptual sensitivity (QoE)

      • Identify the more relevant metrics to determine the service working level

         - Detail how to collect or compute these metrics

         - Define thresholds for usual or acceptable service QoS, and disruptions when overcome

      • Determine optimal measurement points

         - Rationalization of the number of tools to be deployed and volume a data to be collected

         - … keeping correct assessment of the E2E service working

      • Identify and recommend data sources / tools (or means as counters, agents, CDR) allowing to collect all defined metrics

         - For all metrics in a given measurement point

         - Mutualizing when possible tools and location between MSAD / services

➢ What is the QoE / e2e QoS overall measurement strategy?

   ❖ Main issues customers may face

   ❖ Overall QoE / e2e QoS measurement strategy description (based on the service generic architecture)

Our observations related to standards and regulations

➢ *Concrete definition of QoE metrics per service with QoS mapping*

➢ *Simplification of standards is needed – simple definition of KPI per service with prioritization and associated thresholds*

➢ *Economical aspect of monitoring – especially for developing countries*

➢ *Transparency in quality measurement requested by regulators*

Thank you!