

Importance of QoE for Swiss Mobile Network Operators

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C1 - Public

Is QoE important for network operators?



"Now, in the 2017/2018 season, it are even two Swiss operators who can be thrilled about this rare decoration.

This tells a lot about the high Level of network performance and quality in Switzerland.

The little sensation may also be a consequence of the fierce fight about the top position in the test of the Swiss networks."
(Connect, 1/2018)

QoE as a competition factor

- > In Switzerland there are 3 mobile network operators
- > There are several third party tests of the mobile networks every year
- > At least two of the three operators use the test results prominently in marketing communication; mainly to justify the USP best net (by an external label)
- > Do the tests reflect real user experience? Good question!
 - The tests are developing from network centric to customer centric measurements

Tested areas

4



- > Cities:
 - Drivetest
 - Walktest
- > Towns:
 - Drivetest
 - Walktest
- > Roads:
 - Drivetest
- > Trains:
 - Walktest

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Tested KPIs

> Data (60%):

- WebPage DL
 - Success Ratio
 - Static: Avg. Session Time
 - Live: Reaction Time
 - Live: Initial DL Speed
- File DL (3M)/UL (1M)
 - Success Ratio
 - Avg. Session Time
 - 90%/10% faster than
- File DL/UL (7 seconds)
 - Success Ratio
 - Avg. Throughput
 - 90%/10% faster than
- Youtube Videos
 - Success Ratio
 - Start time
 - Playouts without interruptions
 - Avg. Video resolution

> Voice (40%):

- Call Success Ratio
- Call Setup Time
- Speech Quality (MOS-LQO)

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