

## **Mobitel' s initiatives for evaluating customer QoE and ensuring network QoS**

### **Abstract:**

The theme of the presentation will focus on monitoring the real customer experience with network performance and field test measurements while ensuring better quality of service to its customers.

Some of the Mobitel' s use cases of actual customer behavior and their impact on services are highlighted along with the methods used to uplift the quality of experience while maintaining network's performance standards.

Big data analysis of network's voice and data traffic with respect to their location, zip levels, population and performing network changes while driving to achieve sales targets and hidden market opportunities.