

QoE/QoS Challenges in a VUCA world

Orange Jordan

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About Orange Jordan

The story of Orange in Jordan is a story of excellence, history and achievement led by the vision of the global brand and empowered by its local spirit.

A large, illuminated orange sign with the word "Orange" in white, set against a city skyline at dusk.

Orange Jordan is the leading operator of integrated communications services in the Kingdom, with a broad lineup of fixed, mobile, internet and data services to meet personal and business needs of expanding residential and business base of about 5 million customers across the Kingdom.

Our

Mission

Offering the best network, innovative digital solutions with unmatched customer experience by empowered Orange teams

Our

Vision

To be the responsible digital leader in Jordan

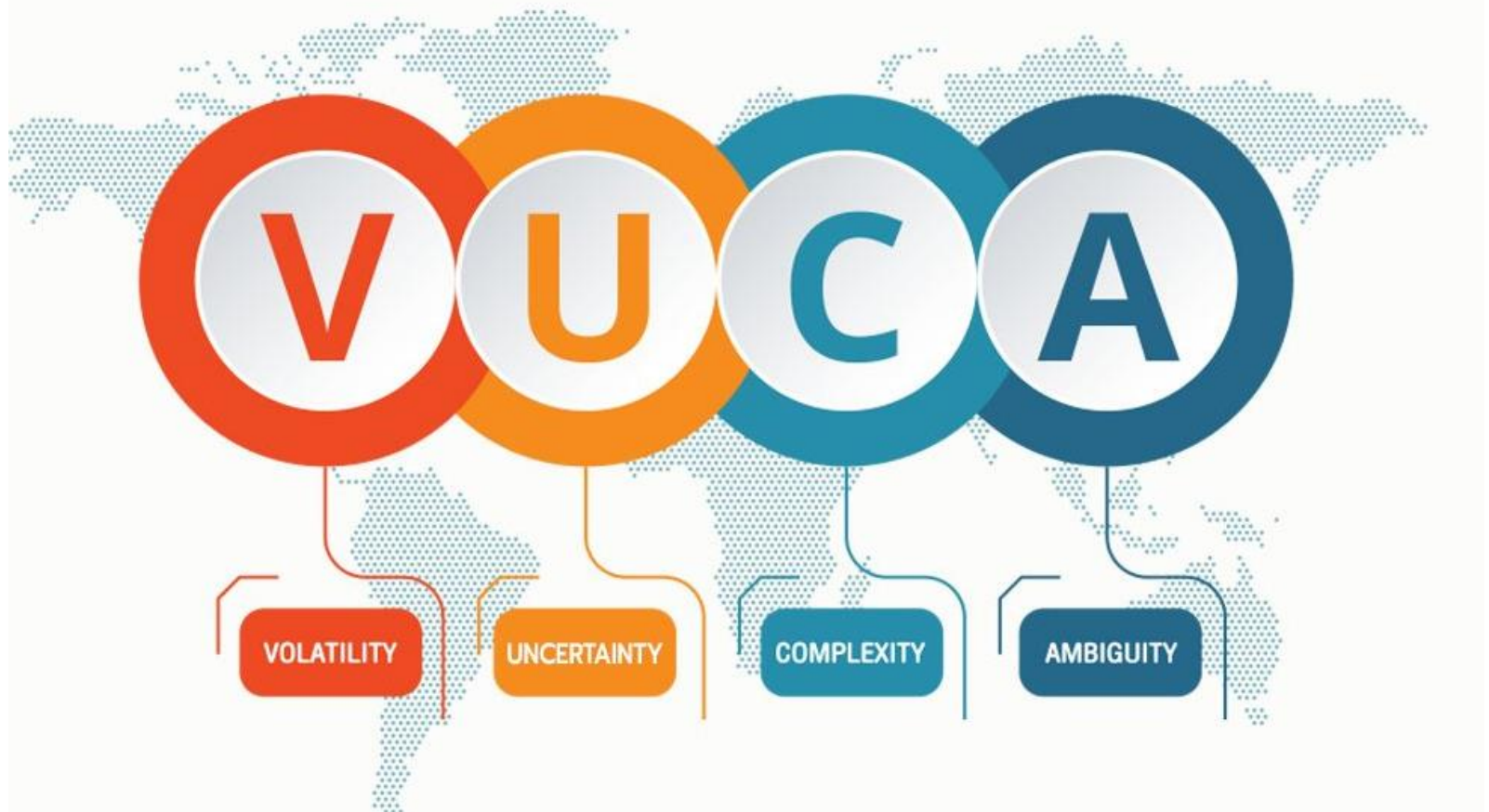
Orange Jordan is one of Orange Group's subsidiaries that operates in 26 countries and is one of the world's top ten operators

that is with 148,000 employees offering wide range of communication services not only to individual but also to businesses under the brand Orange Business Services (OBS),

Orange Purpose

As a trusted Partner, Orange gives everyone the keys to a responsible digital world

We Now live in a VUCA world



VUCA

Volatile

The environment demands you react quickly to ongoing changes that are unpredictable and out of your control

Uncertain

The environment requires you to take action without certainty

Complex

The environment is dynamic, with many interdependencies

Ambiguous

The environment is unfamiliar, outside of your expertise

The challenge of adapting to the ever-changing customers' expectations



QoS :

The SLAs and KPIs are green, Success!

QoE :

Customers are unhappy, customer experience is red, Failure!



In the digital world, customer demands for quality are rising

The challenge of Digital Transformation

Digital experience doesn't just mean buttons on App



BUY NOW!



NEED HELP?

Digital Customer Experience means

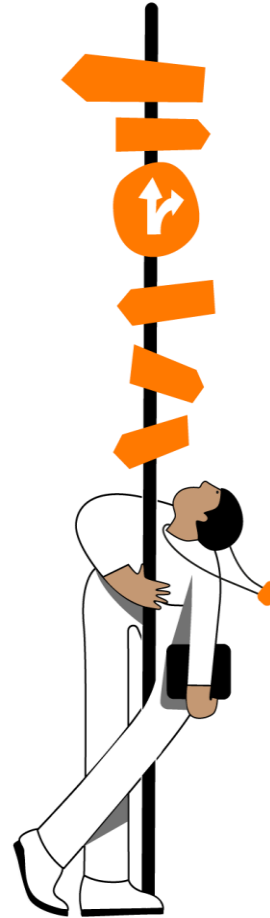
Effortless
Experience

Proactive
Processes

Seamless
Customer Journey



In addition to technical challenges....



Offered service are increasing dramatically, along with higher customer expectations, making the management of it very complicated

FTTH

5G

4G+

3G

2G

VOIP

ADSL

JOOD

VoLTE

API


DNS

TCRM

MyOrange

Orange Money

E-POS



On top of that, The Telco ecosystem is deeply transformed by software
Increasing the complexity of services quality assessment

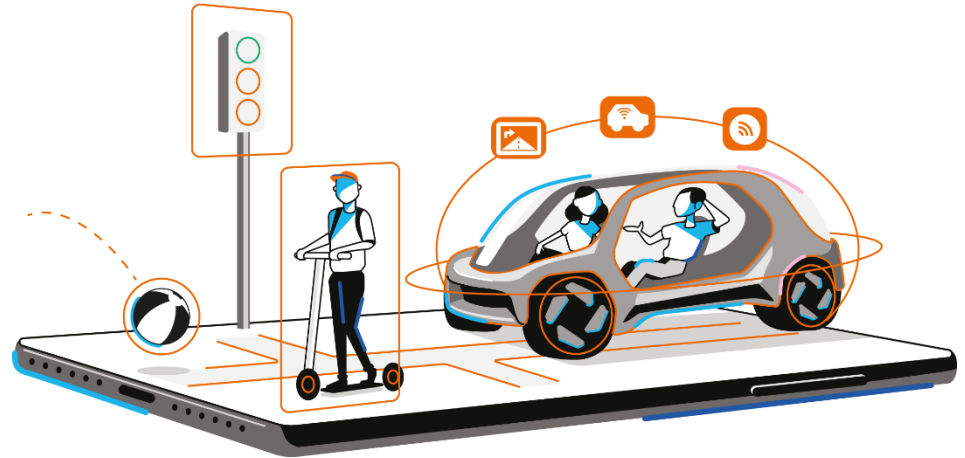
Virtualization

Network as a Code

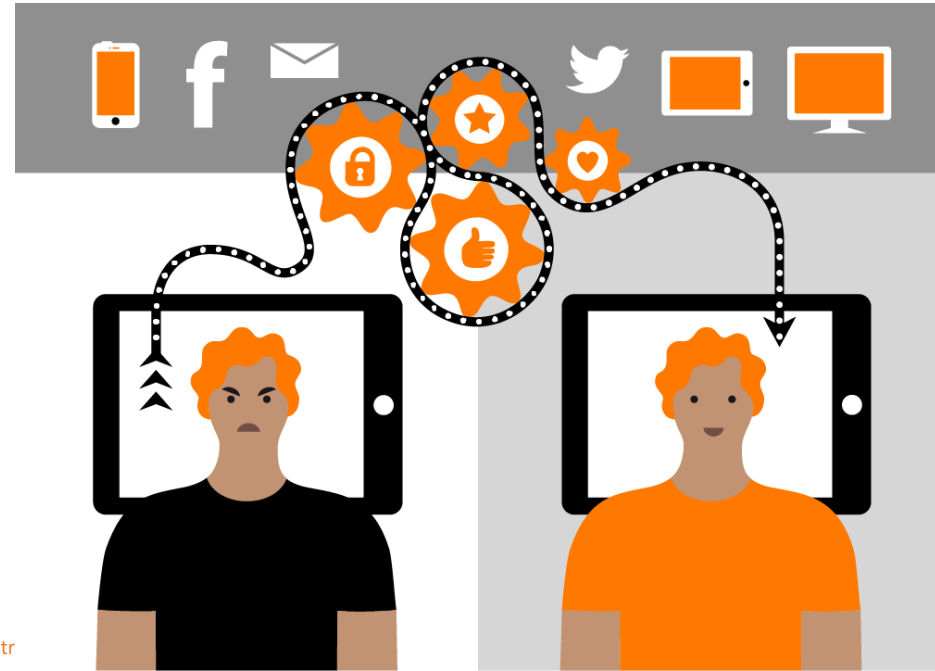
O-RAN

Slicing

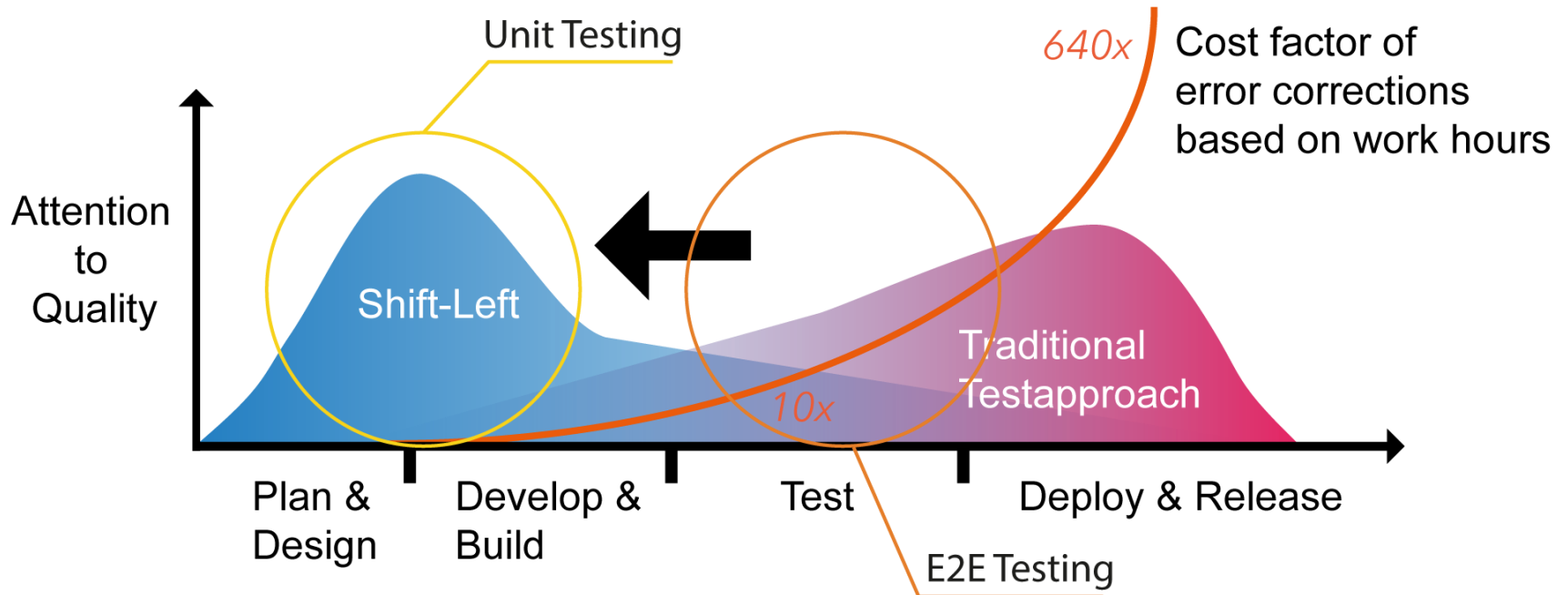
EDGE Computing



dealing with all these challenges ? to enhance customer experience

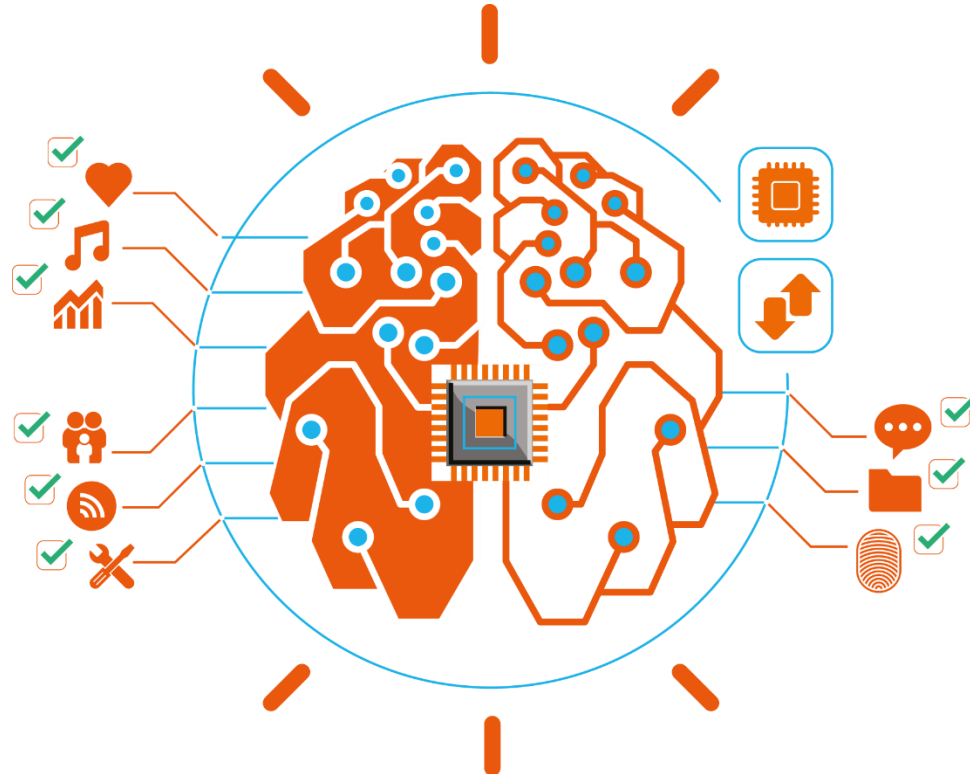


By changing the work model Moving towards the agile methodology

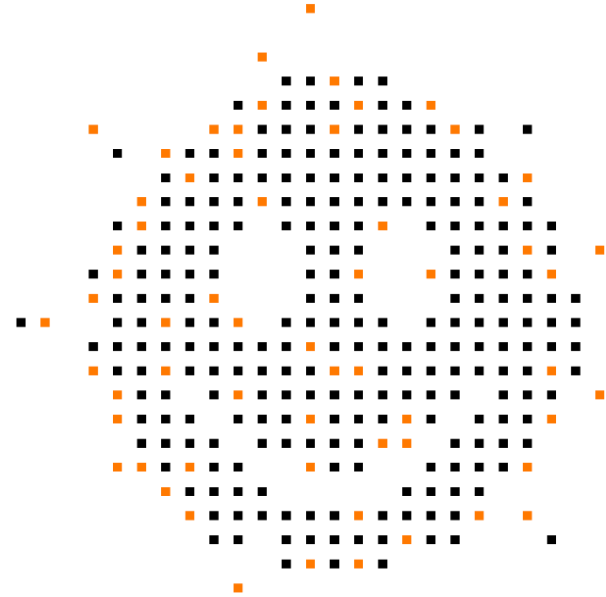


By automation towards more autonomous networks

involve closed loops automation assisted by machine learning



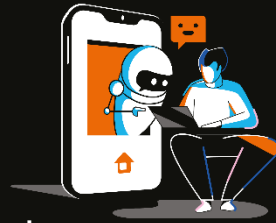
By answering to the question, how do we measure QoE?
as perceived subjectively by the end-user



the adapted way of measuring QoE

to proactively detect any customer need / impact







- Analysis of customers' behavior, along with the defined technical KPIs
- Correlate events to identify a service deterioration instantly
- Measuring the E2E customer experience by simulating real-time user experience.



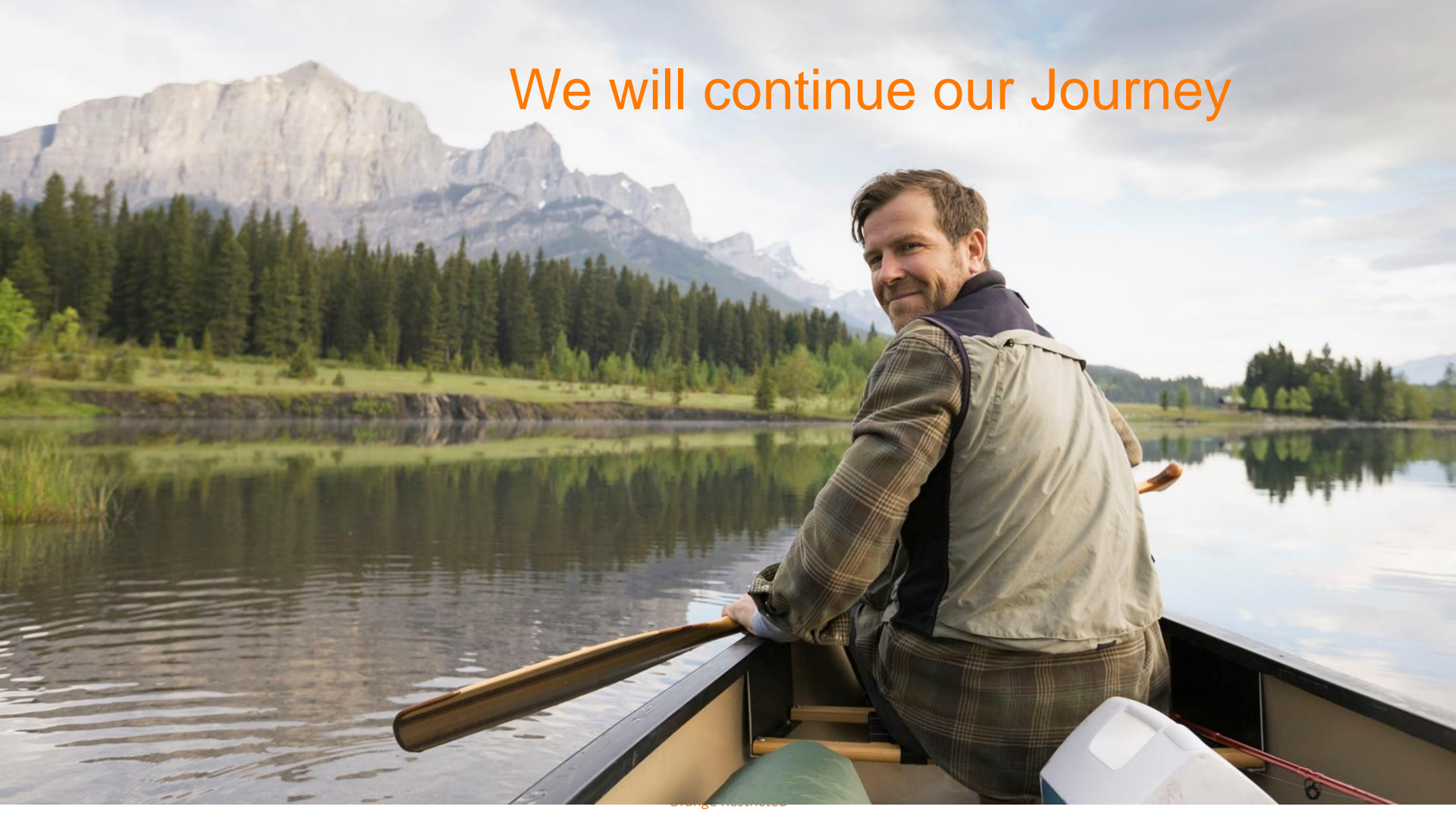
E2E QoE measurement vs Technical KPIs

Application performance vs Average DL user throughput

Example

Application / test	Thp > 6 Mbps	Thp ~3Mbps	Thp ~ 1.5Mbps
 Mid quality (360p)	✓	✓	✓
 High (720/1080p)	✓	✗	✗
Facebook Scrolling 	✓	✓	✓
TikTok 	✓	✓	✗
Web Browsing 	✓	✓	✓
Video Call 	✓	✓	✓

We will continue our Journey



Thanks

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