



# ZAIN JORDAN WIRELESS QoE MEASUREMENT TOOLS AND ENHANCEMENT METHOD

Oct 2022

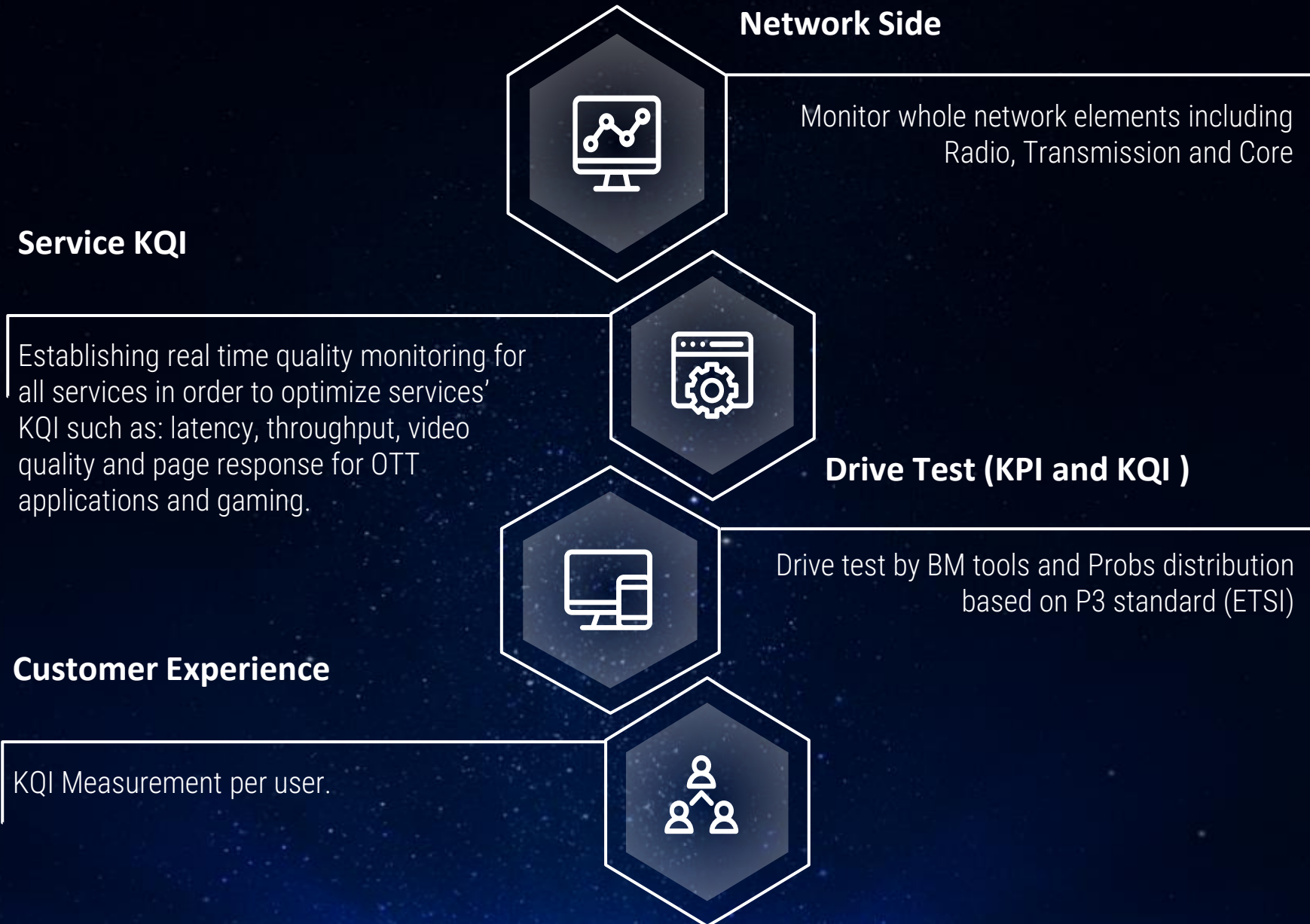




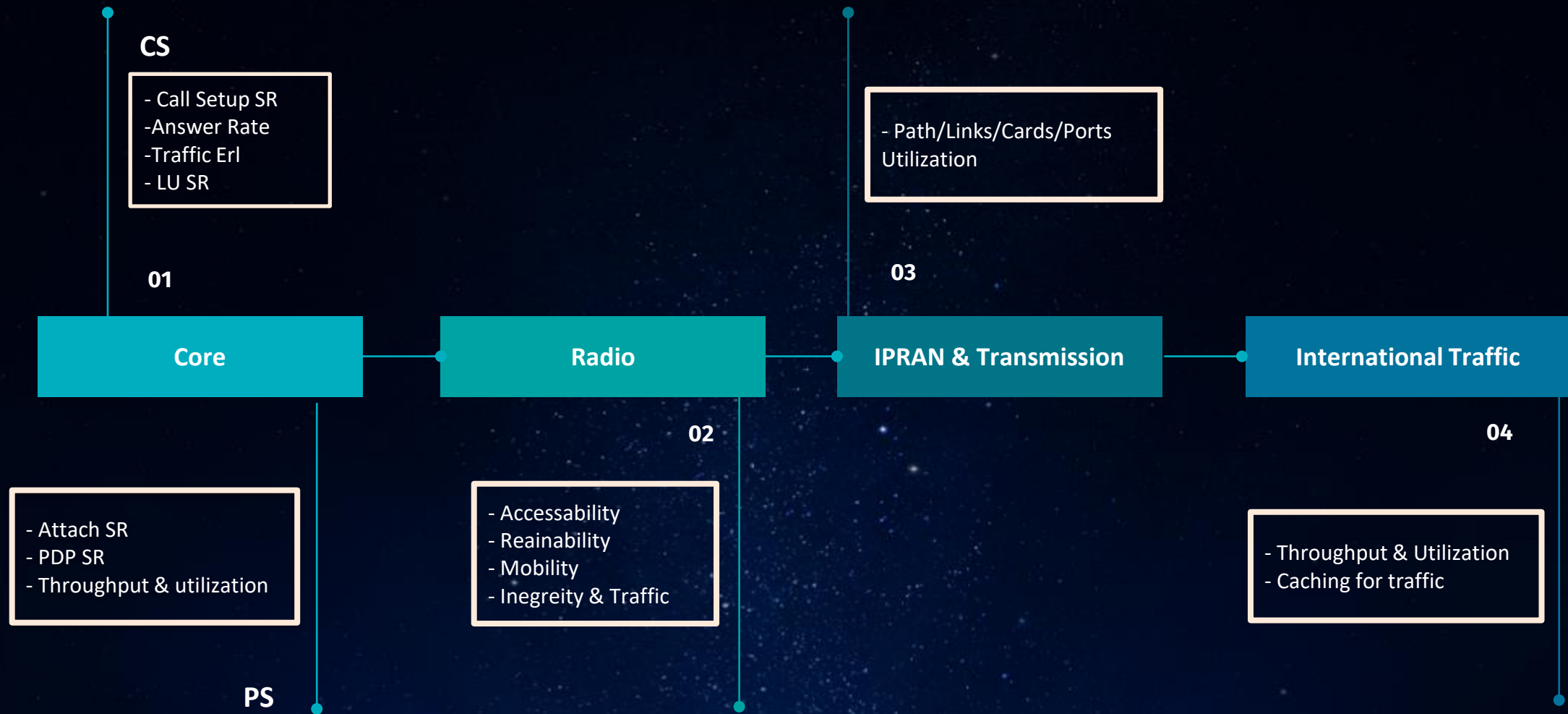
“ You’ve got to start with the customer experience and work back toward the technology - not the other way around. ”

Steve Jobs

# QoE Measurement Tools



# Major Network's KPIs



# Drive test Benchmark by using P3 standard KQI's (Network Performance Score (NPS))

60%



## Data Service Score



**Browsing score**  
Activity SR and activity time.



**Data testing score**  
DL/UL Throughput and file transfer SR.

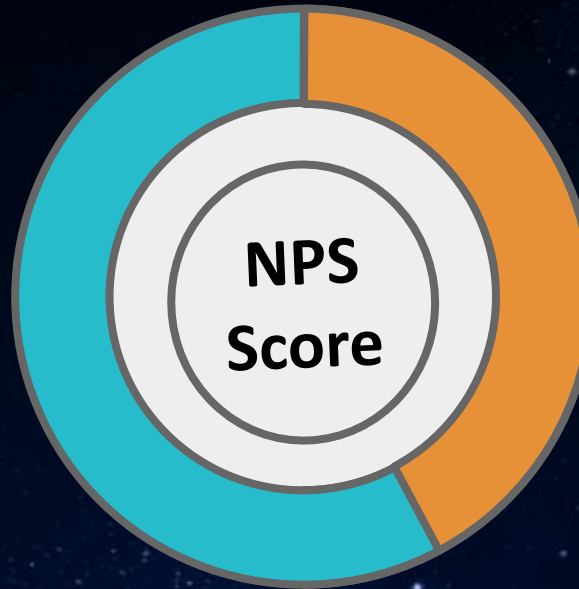


**Video streaming score**  
Video quality indicators.



**Social media and messaging score**

Activity SR , activity time(delay) and throughput.



40%



## Telephony Score



**Telephony Score:**  
Service availability, accessibility, retainability and performance.

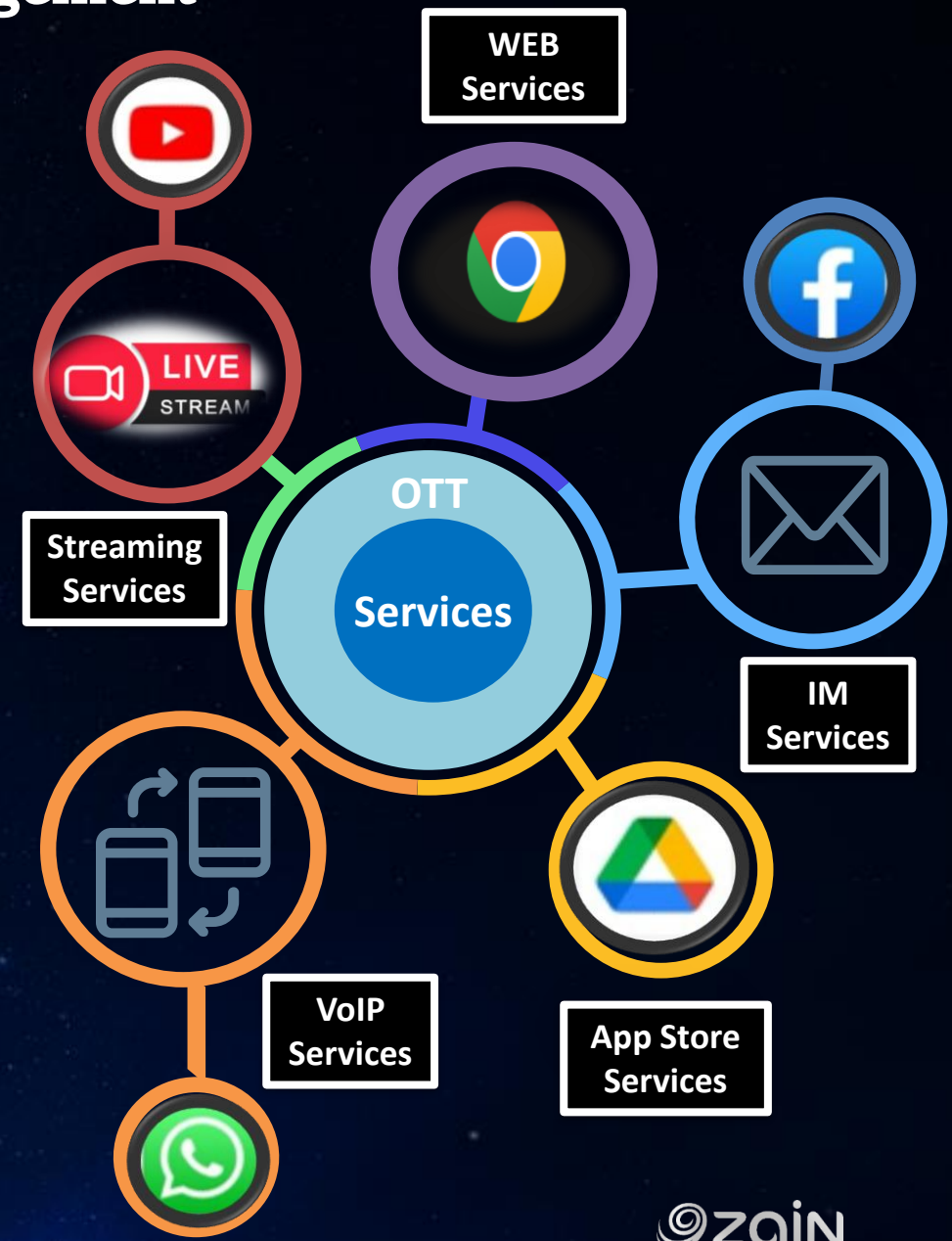
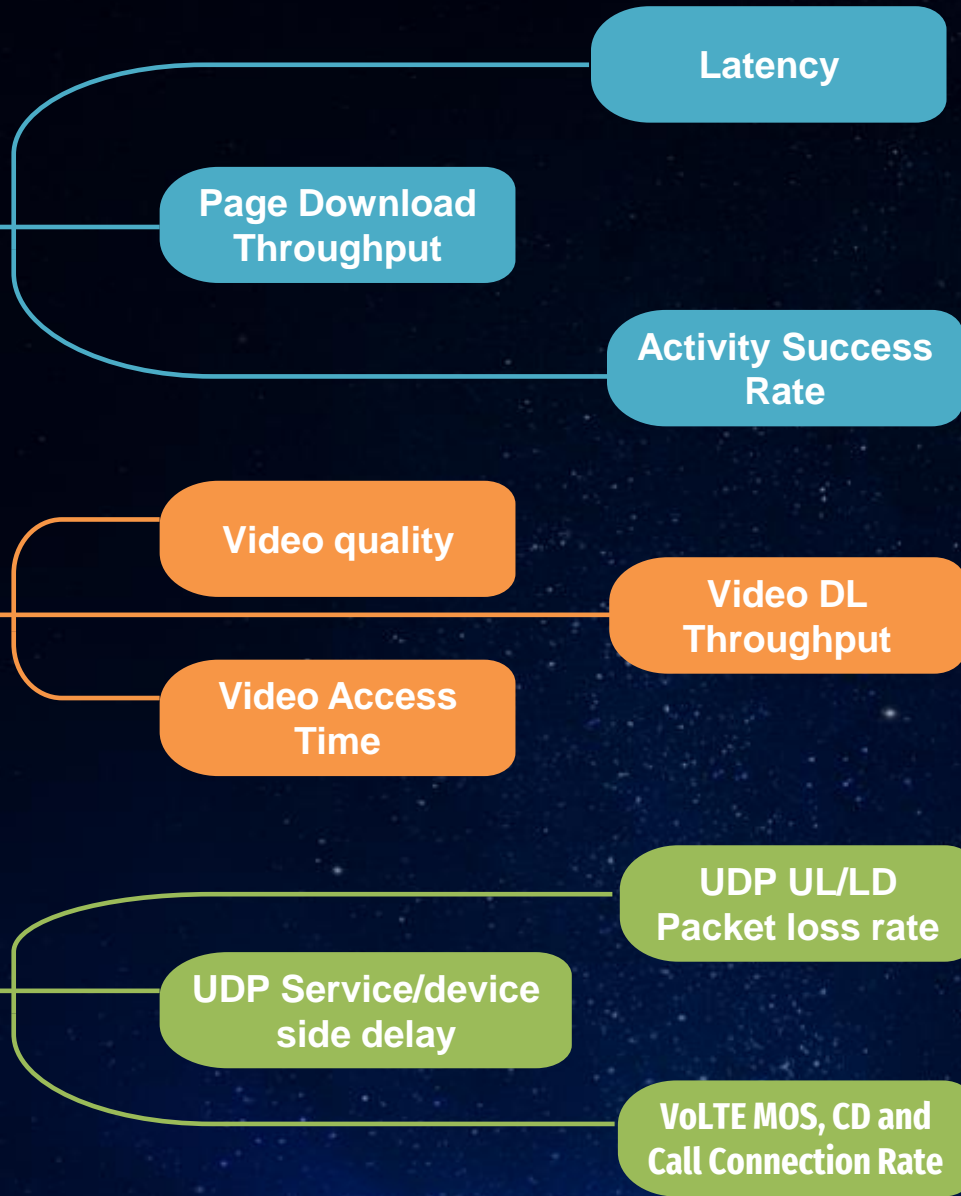


**Voice telephony contributors:**  
MOS, Call setup SR, Call setup time and Drop call rate.

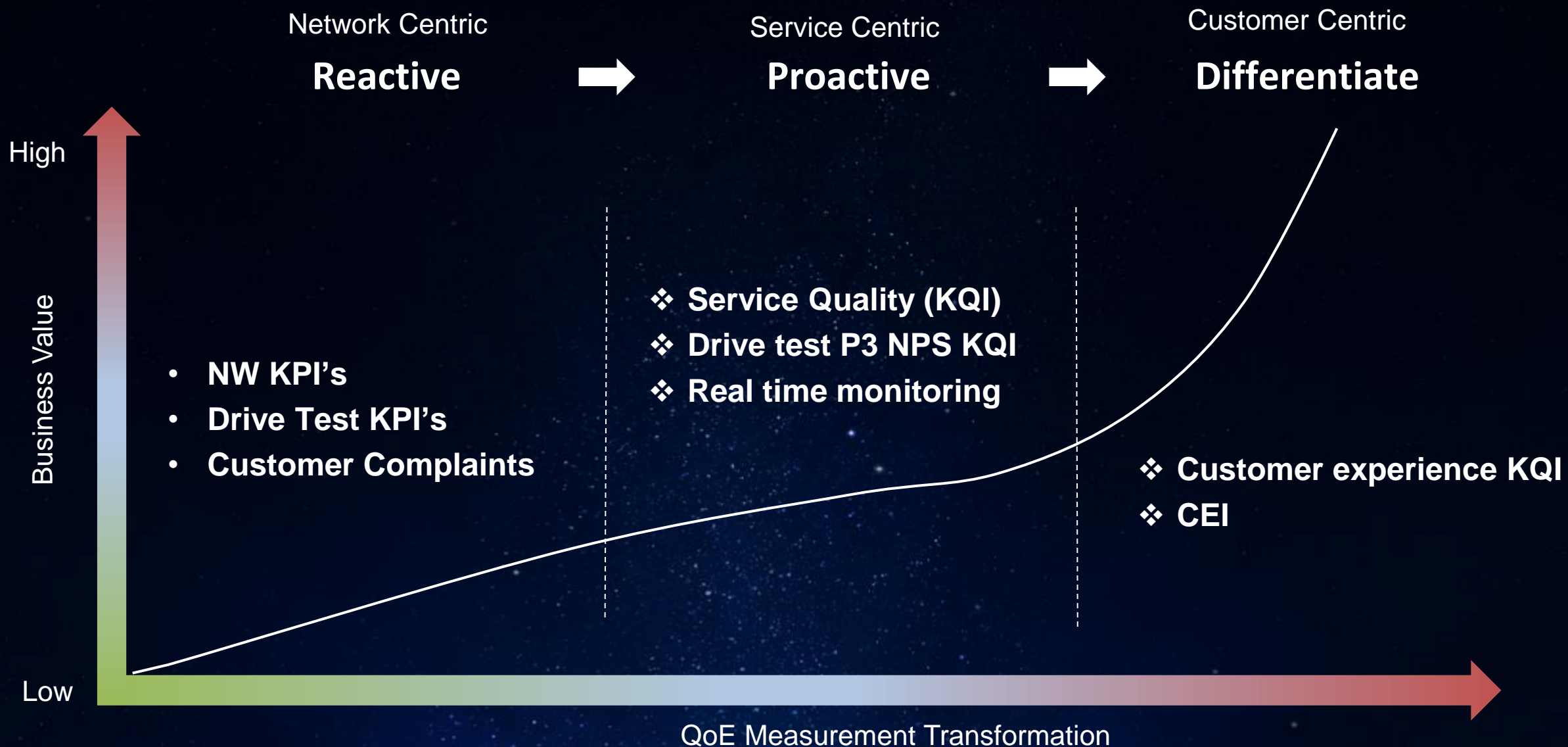
# OTT Service Quality Management

Establish the user dimension and real-time monitoring Paradigm

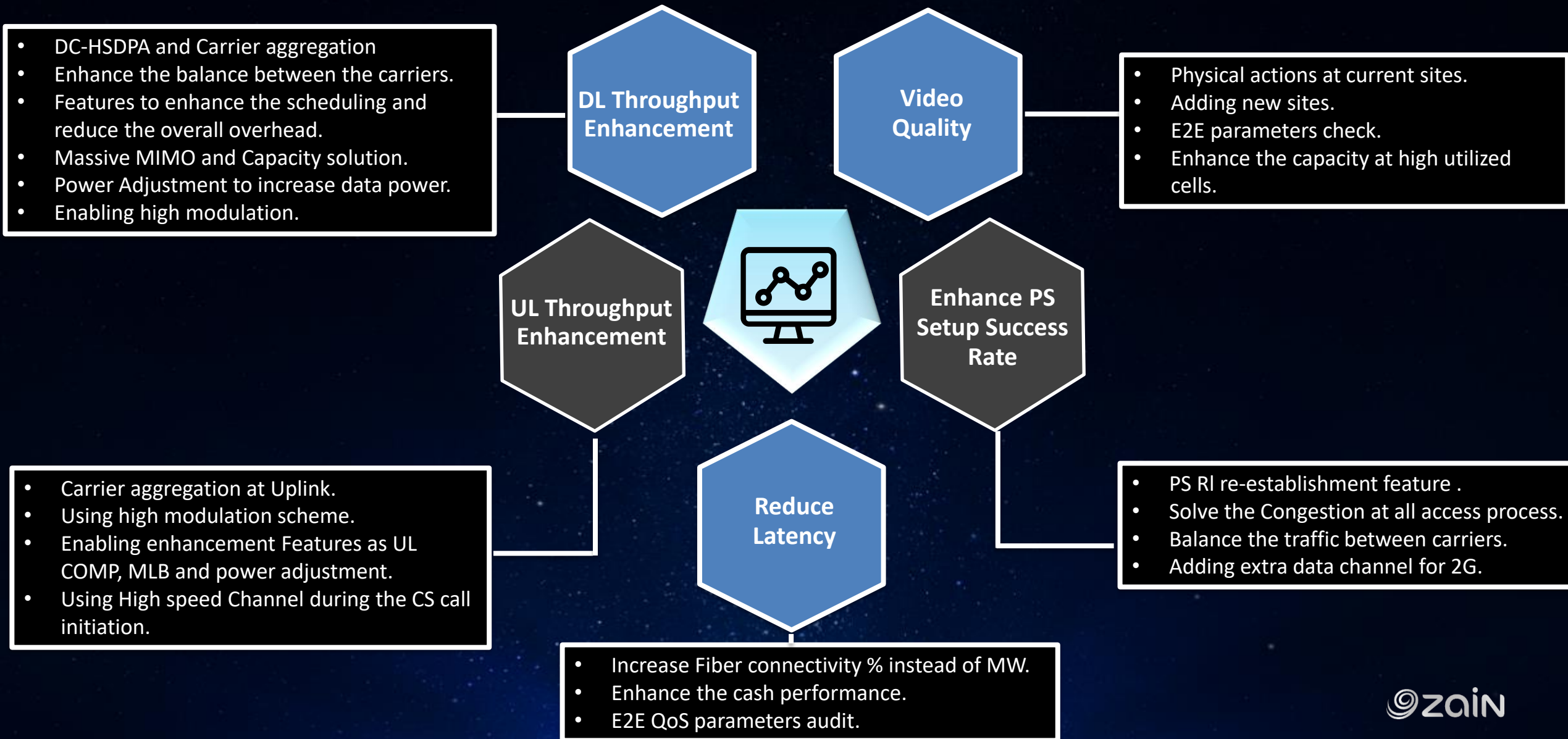
Major KQIs



# QoE Measurement Transformation

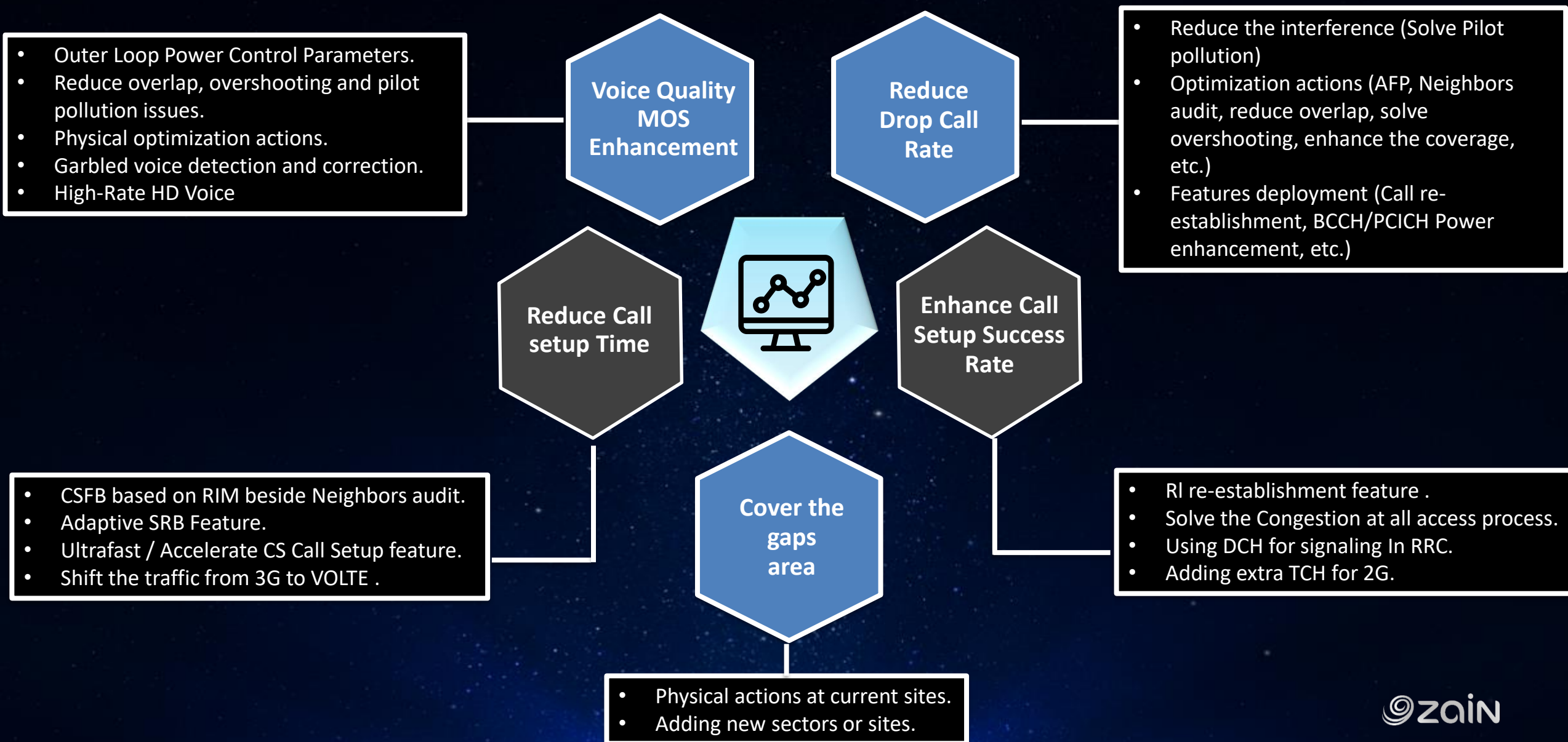


# Data QoE Enhancement actions





# Voice QoE Enhancement actions



THANKS

