COMARCH
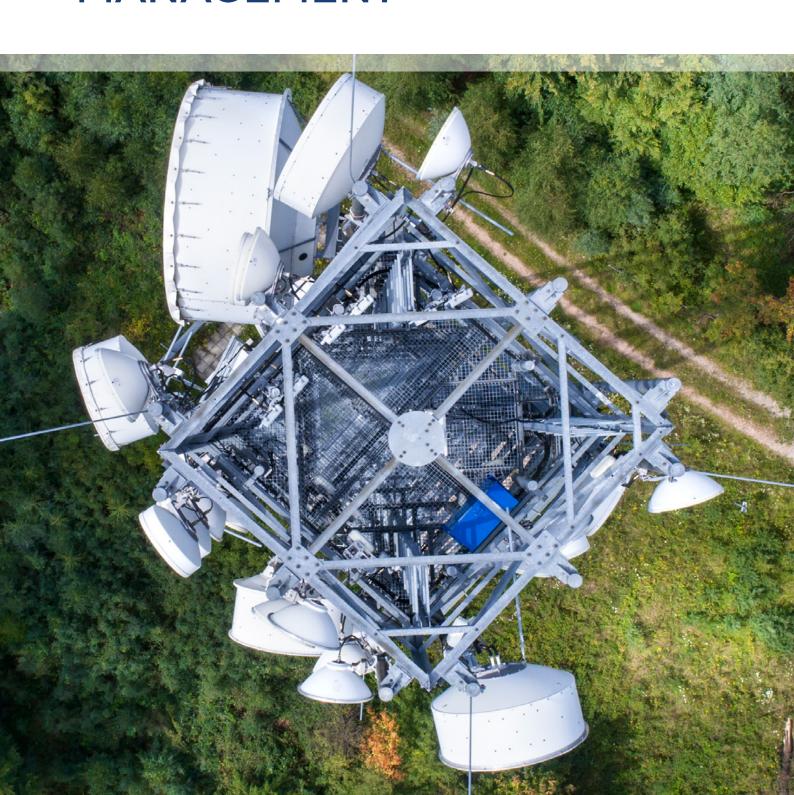
COMARCH SERVICE QUALITY MANAGEMENT

Comarch Service Quality Management (SQM) transforms traditional network-centric telecom monitoring into customer-centric telecom service quality management. Telecom service quality management demands insight into customers' perceptions of service quality. With this in place, **you can prioritize network performance management based on forecasts of the influence of events on customer experience, and thus deliver high-level customer service assurance**. Comarch SQM enables you to become proactive in managing telecom service quality by preventing customers from experiencing service problems, thanks to trend analysis and predictive maintenance capabilities.

The digital era has raised customer expectations about the range and quality of services delivered by any company. Traditional network and customer service assurance management is no longer enough to keep your customers satisfied. Today, you need to manage service quality proactively, so that you can prevent any customer issues before they even arise.

BENEFITS OF COMARCH SERVICE QUALITY MANAGEMENT PRODUCT:

- **Get a holistic view of your services**
  Define service models and use them to monitor interdependencies between your customers, services and network.
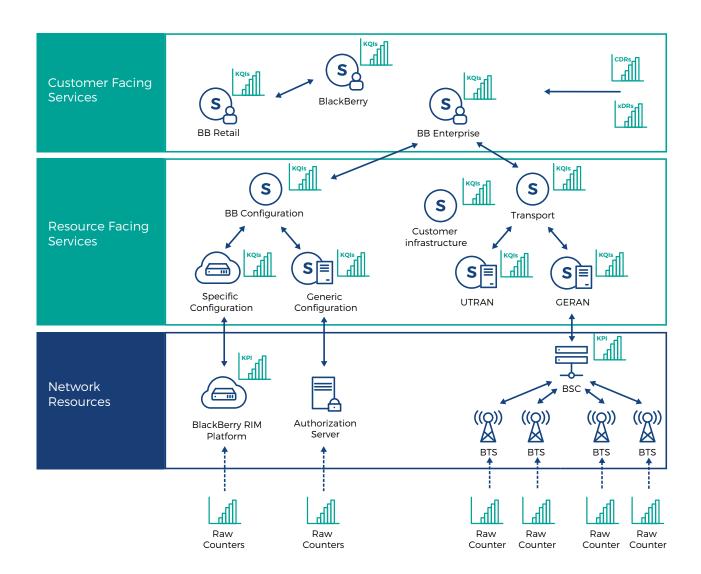
- **Monitor 5G and IoT services**
  Efficiently monitor new digital services enabled by 5G and IoT technologies.

- **Use predictive maintenance for pro-active service quality management**
  Automatically define baselines and detect anomalies thanks to built-in machine learning algorithms.

- **Integrate Key Quality Indicator (KQI) with intelligent event processing**
  Use information about threshold-crossing events from the SQM system in end to end processing of events from different sources.

Comarch Service Quality Management – Overview

COMARCH

ABOUT COMARCH

Since 1993, Comarch's specialist telco solutions business unit has worked with some of the biggest telecoms companies in the world to transform their business operations. Our industry-recognized telco OSS and BSS solutions help telecoms companies streamline their business processes and simplify their systems to increase business efficiency and revenue, as well as to improve the customer experience and help telcos bring innovative services to market. Comarch's telco solutions customers include Telefónica, Deutsche Telekom, Vodafone, KPN and Orange.

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