



 **QoE**
AI INSIGHTS

Real-time visibility of RAN partner
performance for MVNOs and MVNEs

MISSION

With QoE AI Insights, we empower Mobile Virtual Network Operators with innovative AI-driven solutions that enhance Quality of Experience through real-time data analysis, ensuring users receive optimal performance from their networks.



Challenge - MVNO/E RAN Visibility



01.

Limited visibility into RAN performance



02.

SLA enforcement relies on MNO-provided data



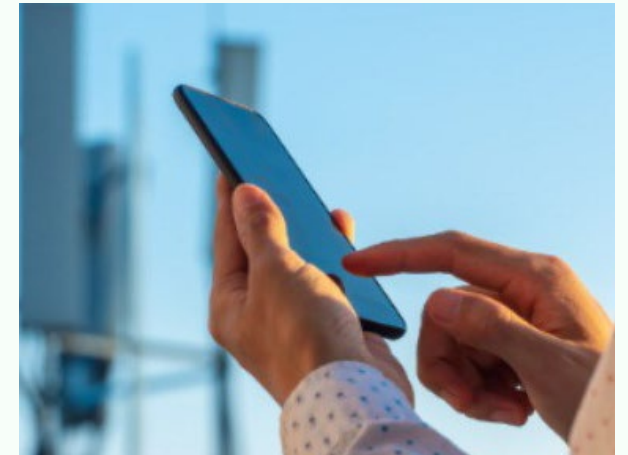
03.

Customer complaints arrive before issues are detected.

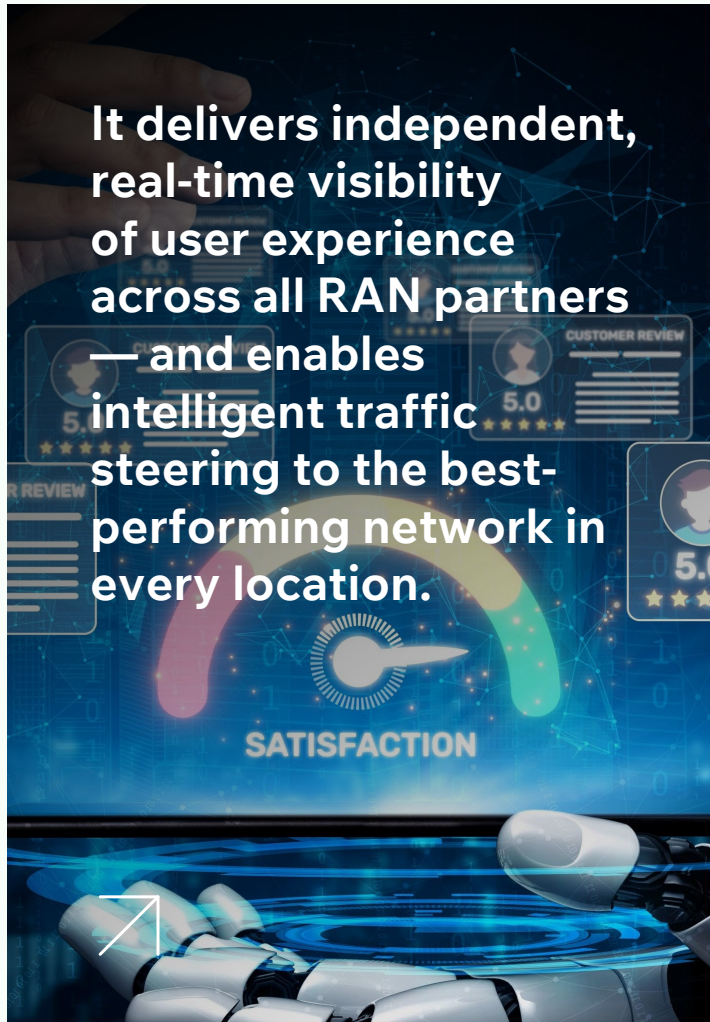


04.

Inability to fully exploit multi-RAN wholesale agreements.



QoE AI Insights - changes that!



Core Capabilities



Smartphone AI-based QoE inferencing and anomaly detection



SLA evidence packs



Crowdsourced QoE data



Traffic steering recommendations



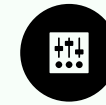
Real-time QoE dashboards



APIs for care, CRM, and policy control



Geo-contextual performance maps (cell/sector level)



MVNO core network performance data, alarms and events



Multi-RAN comparative intelligence

QoE AI Smartphone Agent

Data Inputs (QoE AI Agent)

01.

Device telemetry
(latency, throughput, signal, app performance)



02.

Device based AI Inferencing of Quality of Experience (QoE).



03.

Crowdsourced QoE scoring data.



04.

Data privacy by design
(no personal data collected)



Cloud based AI/ML Layer



QoE scoring per location, per RAN partner.



Multi-RAN comparison engine.



Traffic-steering recommendation engine.



Predictive degradation models.



APIs for care, CRM, and policy control



MVNO core network performance data, alarms and events



Microsoft Fabric based



Gen-AI Copilot powered data exploration



Scalable pay-as-you-go Azure SaaS service



Actionable outputs



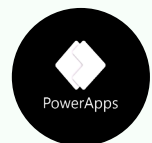
Real-time QoE
dashboards



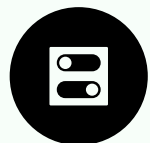
SLA compliance reports



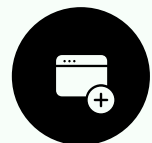
Automated alerts.



Power Apps driven
automation.



“Switch-to-Better-RAN”
trigger



Easily customisable
dashboards

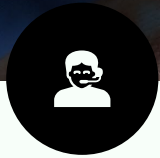
AUTOMATION

Use Cases



Dynamic Multi-RAN Traffic Steering

- ➔ Detect poor-quality zones instantly.
- ➔ Route traffic to the better-performing MNO.



Proactive Customer Care

- ➔ Detect issues before customers call.
- ➔ Reduce escalations to MNOs.



SLA Monitoring & Negotiation

- ➔ Independent evidence of RAN performance.
- ➔ Stronger negotiating position with MNOs.



Product & Marketing

- ➔ Target campaigns based on QoE clusters.
- ➔ Create QoE focused products and services.

Why MVNO's Choose QoE AI Insights

 **QoE**
AI INSIGHTS



Independent of MNO-provided KPIs



Multi-RAN comparative intelligence



AI-enabled traffic steering



Granular geo-context down to cell/sector



MVNO/MVNE-specific workflows



Rapid deployment — no RAN integration required

Thank you

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