

Tektronix Adds 'On-Demand' to Unified Assurance Suite for Maximized Operator Efficiency

New 'Subscriber Experience On-Demand' Application Accelerates Problem Resolution by Reducing Diagnosis Time for Network Operators

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Tektronix, Inc. , a leading worldwide provider of network and service management products, announced the addition of Subscriber Experience On-Demand to its Unified Assurance (UA) suite. The new application enables network operators to quickly diagnose problems, leading to increased customer satisfaction and reduced overall costs of operations associated with resolving subscriber complaints.

Enhanced Troubleshooting and Diagnosis

Customer care departments for large network operators receive thousands of service calls daily from subscribers. A simple mechanism to view both current and past status of a subscriber's service quality for failed transactions is required to efficiently troubleshoot the source of the complaint. The new Subscriber Experience On-Demand application provides easy-to-use functionality that requires minimal protocol knowledge, enabling carriers to minimize time spent on the phone diagnosing a problem and provide efficient customer care.

The presentation layer of the Subscriber Experience On-Demand application affords high flexibility and ease-of-use for customer care personnel. Once a query has been initiated on a subscriber identity (IMSI/MSISDN), the application returns all data applicable for failed records for that particular subscriber. The ability to see different views -- basic, advanced and records -- with the same query allows network operation engineers to switch between views eliminating the need to re-run queries, reducing the amount of time to troubleshoot the problem. The application also allows drill-down call trace for all records returned in the query, providing unparalleled efficiency and accuracy for root cause analysis.

"Mobile operators will greatly benefit from the ability to pinpoint subscriber problems enabled by the new Subscriber Experience On-Demand application," said Samir Marwaha, Unified Assurance Product Marketing Director, Tektronix. "Tektronix' Subscriber Experience On-Demand offering provides customer care personnel with quick and easy access to subscriber information at the critical point of engagement -- when a customer calls to report a problem. Subscriber Experience On-Demand eliminates the reliance on time-consuming problem assessment scripts enabling accelerated resolution of problems and increased customer satisfaction."

"The ability for support organizations to quickly find and display a subscriber's experience further enhances the commitment to customer satisfaction," said Sankara Jambulingam, Communications Test Research Analyst, Frost & Sullivan. "Subscriber Experience On Demand from Tektronix enables more thorough identification of customer problems, streamlining communications between customer service representatives and senior engineers."

About Tektronix

Tektronix, Inc. is a test, measurement, and monitoring company providing measurement solutions to the communications, computer, and semiconductor industries worldwide. With more than 55 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications

networks and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is www.tektronix.com.

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