AGAMA FOR CUSTOMER CARE
Supporting you to better support your customers

Thanks to its unique end-to-end video observability platform, Agama combines real-time performance data coming from the video headend and delivery network with the viewer's perceived Quality of Experience (QoE) on the client device across OTT, IPTV, and cable. All these specific metrics and insights are fully presented and easily accessible on the same dashboard.

KEY CHALLENGES ADDRESSED

- Fragmented data and lack of unified insights across systems
- Difficulties to isolate the root causes, such as customer device, home network or service itself
- Low visibility into device status and network health
- High number of unnecessary second line escalations

TWO PRODUCTS FOR DIFFERENT NEEDS

Agama provides two flexible components designed for different operational models:

- **Agama Frontline,** an easy-to-use application for first-line support agents who need quick visibility without complex integration.
- **Agama Customer Care Information Module** (CCIM), a REST API tailored for integrating quality data into in-house or third-party customer care systems.
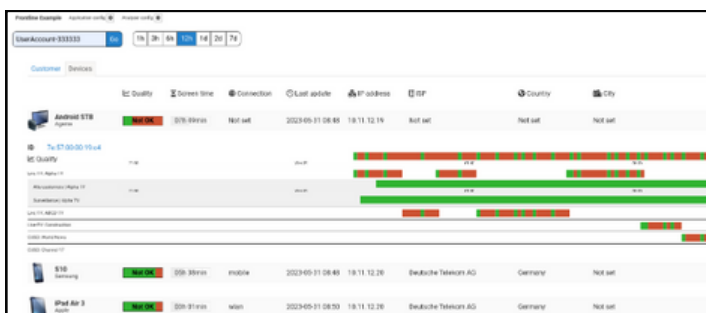
AGAMA FRONTLINE – APPLICATION OVERVIEW

Agama Frontline is a powerful first-line support application created to enhance QoE and improve response time.
With its user-friendly UI, Frontline provides an easy-to-understand view and actionable insights into individual customer service quality and status for devices.

The Frontline Application is designed for first-line support agents and IT support teams responsible for maintaining customer satisfaction and device performance for any type of video service: OTT, IPTV, or cable.

A unique aspect of the Frontline application is that it can correlate service playout, network health and individual subscriber experience, creating insights that allow first-line support to easily resolve more issues faster, to increase customer satisfaction.

Correlate with other customers and Analyzer probes for the service

The application is quickly adapted to the specific needs of the operator thanks to its flexible design.

As the Frontline app is deployed within an Agama CDM solution, its web UI can be made directly available to the new users without long integration projects to proprietary customer care systems.
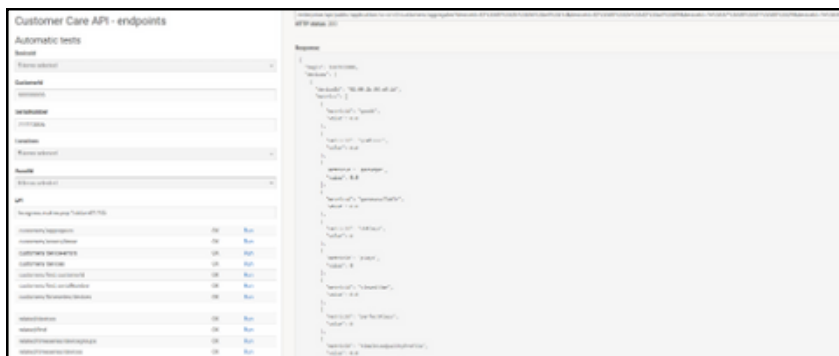
AGAMA CUSTOMER CARE INFORMATION MODULE

CCMI OVERVIEW

The Agama Customer Care Information Module is an operator-tailored REST API and data model for operators that already use an in-house, or third party developed customer care integration.

The module helps first-line support agents to identify issues at the home of the subscriber by presenting all customer devices and the quality compared to similar devices and surroundings. These insights enable first-line support to quickly decide whether the issue should be escalated or not.

The module uses HTTP/REST API endpoints as well as JSON and CSV formats for time series data, providing complete information on customer devices and content viewed.

Customer Care API test app – endpoints

QoE timelines are then correlated with information from Agama Analyzers, related devices, device groups, or locations, making it easy to identify if the issue originates from the service playout or customer device.

To validate the API calls, you can use the customer care API testing application.

CORE CAPABILITIES FOR SUPPORT OPERATIONS

FRONTLINE APPLICATION

- Real-time overview of service quality and device status per customer
- Quickly identifies QoE and device performance issues for faster first-line support
- Customizable interface based on operator needs, like devices, metadata, and topologies
- Easily adapted to fit different support setups through extension options
- Access managed through concurrent session licensing on the Agama Enterprise Platform

CUSTOMER CARE INFORMATION MODULE

- Provides REST APIs for integrating customer and device insights into care systems
- Supports data export in JSON and CSV formats
- Flexible lookup using customer ID, subscriber ID, or other identifiers
- Delivers device metadata, service history, and QoE/QoS metrics
- Enables correlation with other devices, locations, and network Analyzer data
- API testing application to make it easy to explore APIs during integration work

FRONTLINE APP & CCIM HAVE SOMETHING FOR ANY VIDEO PROVIDER

- Reduced escalations as key issues can be quickly identified by first line support team
- Better assessment of QoE for every customer and every device type
- Extended support capabilities over different service types
- Easy to identify and troubleshoot performance issues at a granular level

- Decreased incident response times to improve overall customer experience
- Increased efficiency in detecting performance issues in the network
- Minimized time and effort for integrating with existing systems

Contact us to learn more about how Agama can fit into your support ecosystem and improve your team's responsiveness.

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