Cigniti
Software Quality | Assured

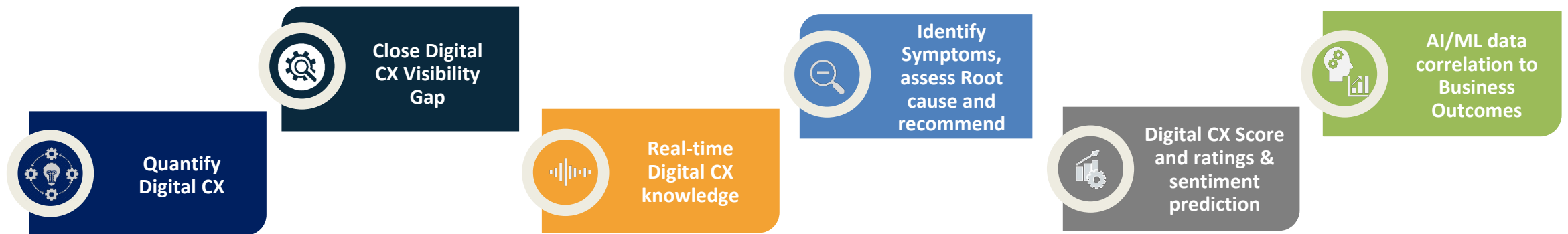# Quality Assurance Managed Services Solution

June 2021

Frontier
COMMUNICATIONS

Incight

Digital Experience Assurance Platform

Cigniti's Digital Experience Assurance
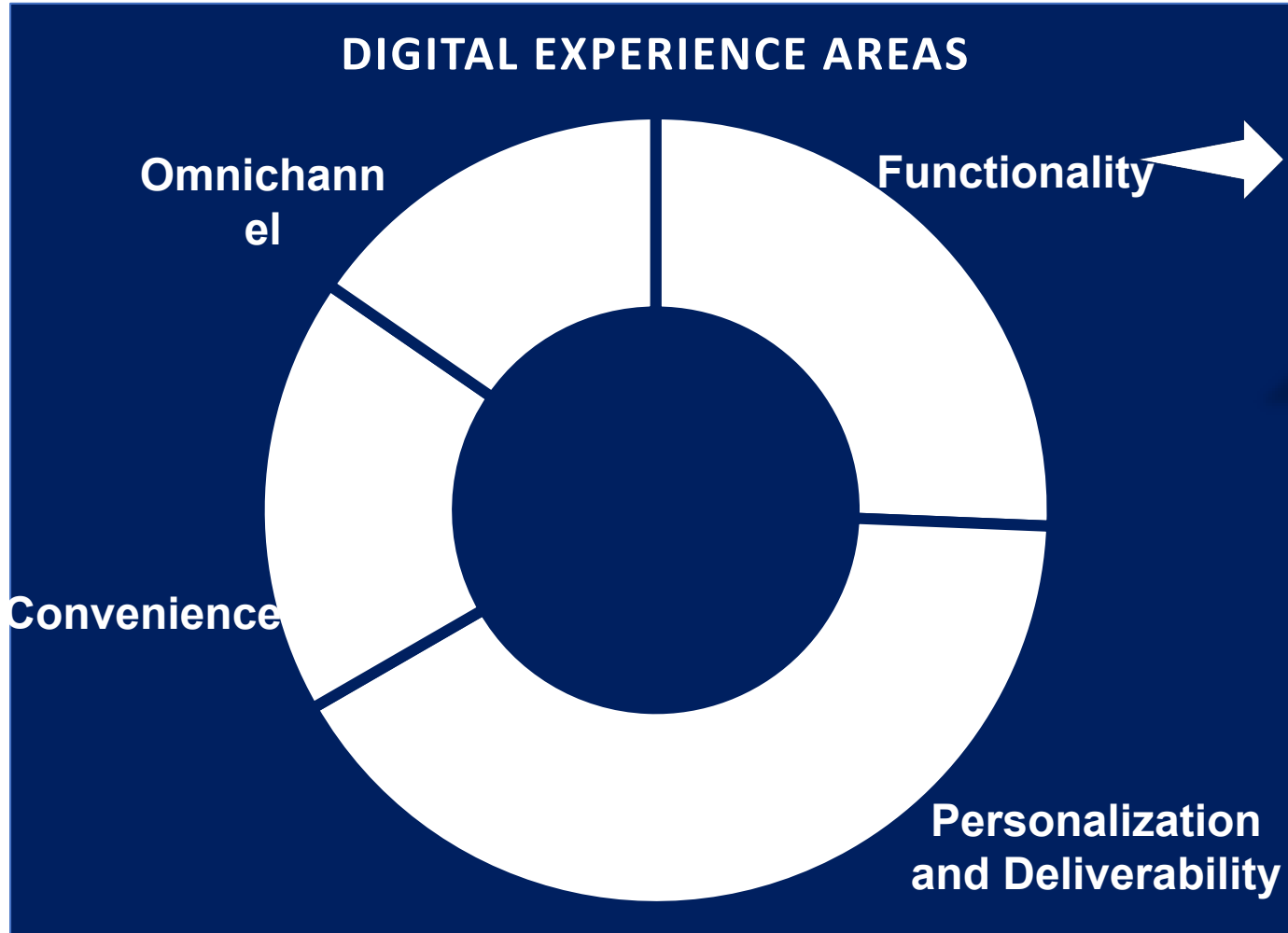
Incight Engineering Exemplary Experiences **is a Digital Experience Monitoring solution** providing **real-time visibility** and **predictability** of the **end-user experience** translated into **business outcomes**

Benefits

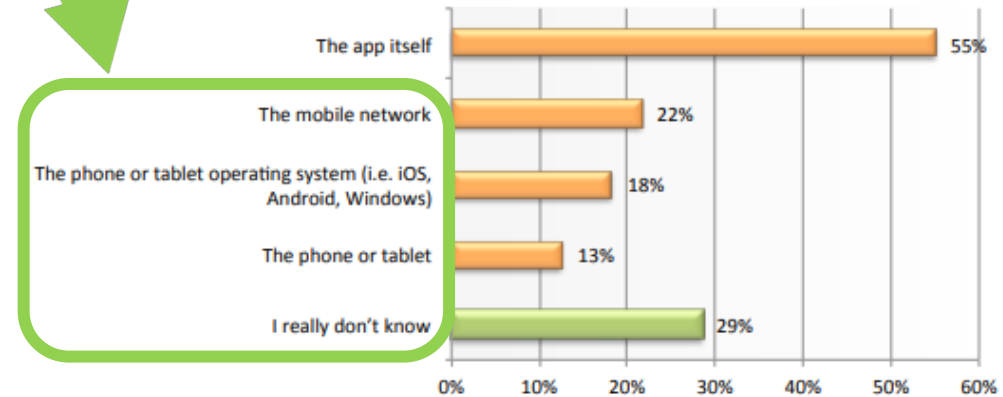**Quantify Digital CX**

Close Digital CX Visibility Gap

Real-time Digital CX knowledge

Identify Symptoms, assess Root cause and recommend

Digital CX Score and ratings & sentiment prediction

AI/ML data correlation to Business Outcomes

Main Contributors to the Digital Experience

DIGITAL EXPERIENCE AREAS

Omnichannel

Functionality

Convenience

Personalization and Deliverability

Factors Beyond Usability and Accessibility [1,2]

When mobile app issues arise, what do you think is the cause?

Cause	Percentage
The app itself	55%
The mobile network	22%
The phone or tablet operating system (i.e. iOS, Android, Windows)	18%
The phone or tablet	13%
I really don't know	29%

1) Dimensional Research: Failing to meet Mobile App User Expectations (Feb 2015) | 2) ISG Xperience Summit (Mar 2021)

Staying ahead of the Digital Experience curve

Pre -Experience

Run-Time Experience

Post Experience

MADLC

| Requirement Gathering / Analysis | Design | Development | Prototyping | Beta Release | Real Device Testing | Published Release | Sentiment Analysis |

Experience Insights

Feature Roadmap

Dev and Testing

Feedback Loop 1

Feedback Loop 2

NEW Feedback Loop 2.5

Feedback Loop 3

TIME

Under your full control

Gain Real-time control

Dependent on your Customers

Usability & Benchmarks

User Reviews & AppStore Analytics

One step ahead with

Incight
Engineering Exemplary Experiences

Predicted Experience and User Ratings

User Reviews. Ratings, App Analytics and Surveys

Solving the "Beyond Functionality" problem

You just released a new version (3.9.2) of FrontierTV App and users have started downloading it

What is the customer experience in this moment when ratings and reviews are not known yet?

Immediate knowledge of the Customer Experience by providing a real-time composite score and predictability of customer Ratings and Sentiment

You have included enhanced functionality in the latest release (3.3.2) of MyFrontier App

Is the improved functionality being used by end users?

Custom App event tracking for real-time knowledge of feature usage combined with AI powered Sentiment and Topic analysis

Solving the "Beyond Functionality" problem

Frontier BUSINESS → **Ftr** Frontier Communicator → **What is contributing to this low customer experience?** → **Incight** Engineering Exemplary Experiences

You have released the latest App version (2.30.05) and noticed a downward trend in the ratings pointing to a low customer experience

Real-time visibility of the contributing factors: connectivity (WiFi, 5G/4G), device OS, device models, resource usage (battery, CPU)

Incight in Action

1 Connect
Data Sources: Google Play & App store, Android Mobile apps, GA, CA

2 Collect
Realtime measures across sources

3 Monitor & Alert
Realtime Monitoring of CX across layers
Intelligent & custom alerting

4 Correlate
Pre, Post & Live user experience analysis
Automatic Device, Infrastructure - wide CX
Root cause diagnosis

5 Calibrate
Quantifies Customer Experience (CX)

6 Correct
Preemptive CX issue detection & User action recommendation

Incight
Engineering Exemplary Experiences