



## CSG Assure Voice Quality Testing

According to a recent telecom market survey, the three most common wholesale business priorities for operators are **pricing**, **service quality** and **cost**.

There's a good reason these are the top priorities: changes in voice calling markets and networks have exposed many carriers to revenue loss and deteriorating quality in their international voice business. Poor call quality compromises the customer experience, and revenue is often delayed or lost through inter-carrier disputes.

## Measuring the Experience

Poor voice quality is a common problem (especially for international calls), due to the different network technologies and topologies a call traverses. It isn't possible to test the end user's quality experience with live traffic analysis; it only captures signaling parameters, not the actual voice data stream. With CSG Assure, you can now verify the end-to-end caller experience by measuring the "mean opinion score" (MOS).

MOS, a well know ITU standard, is expressed as a value in a range from one to five, where one is the lowest perceived audio quality and five is the highest.

The expansive CSG Assure test number directory—covering both fixed and mobile networks—lets you test the voice quality of all your products, your terminating suppliers, and any potential suppliers

you may consider, using the Codec you selected.

Test calls are made from your network to either an interactive voice response system (IVR) or one of 450 test nodes in over 150 countries. The Assure Voice Quality system listens to the voice recording and uses a sophisticated algorithm (based on ITU recommendations) to calculate the MOS, noise level, speech level and other relevant voice quality measurements like jitter or packet loss. In addition, it is possible to test MOS both ways to ensure the incoming leg has the expected call quality.



**OUR RETAIL TRAFFIC BUSINESS HAS BEEN, IS AND WILL BE OUR MOST VALUABLE ASSET. CSG ASSURE REALLY GIVES US THE OPPORTUNITY TO TEST OUR SUPPLIERS AND SELECT THEM BASED ON OUR KPIS, WHICH INCLUDE VARIOUS QUALITY PARAMETERS.**

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## Benefits

- Automatically verify the voice quality of your premium service level
- Assess end customer perception of call speech quality
- Identify routes with superior cost/voice quality ratio
- Take full control of interactive and scheduled calls

## About Assure Voice Quality

- Fast one-week implementation
- Test number directory covering 150 countries
- Used by more than 150 carriers and operators globally

## Contact Us

Talk to our experts about service quality learn how you can deliver a great mobile customer experience. Contact us at [csgi.com](https://csgi.com).



**ASSURE IS A STRATEGIC TOOL WHICH CONTRIBUTES TO OUR SUCCESS IN DELIVERING UNCOMPROMISING QUALITY AND ATTRACTING TRAFFIC FROM QUALITY-CONSCIOUS MOBILE OPERATORS.**

Tata Communications



## About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit [csgi.com](https://csgi.com) to learn more.