CSG

CSG Assure Carrier Testing Services

Gain a competitive edge
with guaranteed call quality

Changes in voice calling markets and networks have exposed many carriers to revenue loss and deteriorating quality in their international voice business. This loss of quality stems from issues like call routing over multiple network types and the rise of bypass fraud. Poor call quality compromises the customer experience, and revenue is often delayed or lost through inter-carrier disputes over fair charges and the service quality delivered.

Voice Carrier Challenges

Voice carriers face a rapidly changing and increasingly challenging environment:
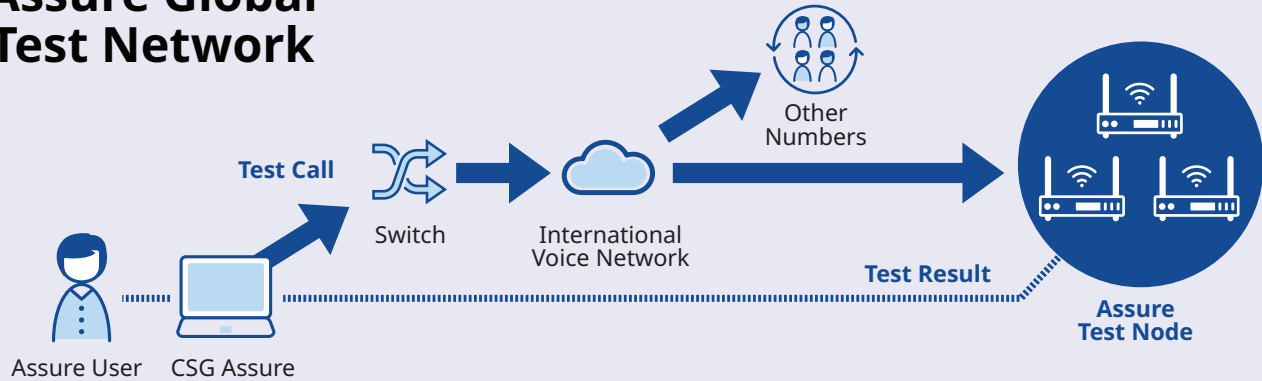
- Mobile: Calls are increasingly terminated on mobile phones, raising the importance of Calling Line Identification (CLI) to maximize call acceptance. The growing use of blended and non-CLI routes makes it more likely that the CLI will be lost before it reaches the destination handset

- NGN: Many carriers' transition to Next Generation Networks (NGN) means that calls transit across switched and IP networks en route to the called number. Unfortunately, this often causes voice quality deterioration

- Competition: WhatsApp, Viber and other IP voice providers offer free or very cheap calls, putting pressure on traditional carriers to compete though superior voice quality

- Fraud: False Answer Supervision (FAS) fraud has grown rapidly in recent years, resulting in revenue loss and overpayment for unconnected calls

- Disputes: Inter-carrier settlement disputes are increasing, driven by service complexity, fraud awareness and shrinking profits

Call Quality Assurance

CSG Assure helps operators quickly and easily verify calls across quality indicators, including CLI, MOS, DTMF, fax, connectivity and SMS. Carriers can use this quality to validate committed customer SLAs and secure vital premium voice revenue.

The FAS detection capability helps detect and eradicate international calling fraud by pinpointing instances of overcharging and false connections. CSG Assure also provides evidence of errors, failings and partner wrongdoing, strengthening carriers' negotiating position in the bill verification and dispute process.

Assure Global Test Network

Carrier Testing Benefits

CSG's carrier testing solution helps service providers:

- Proactively monitor quality, all the way from your network to the end-subscriber

- Take advantage of both outbound carrier testing and inbound call verification

- Exploit new routing opportunities with outstanding cost/QoS ratio

- Develop refined, premium-priced offerings with demonstrably superior QoS

- Monitor performance of all connected carriers

- Generate real network calls with an active probe

- Launch service within a week of agreed parameters

Why Active Testing

In the international voice market, quality monitoring has traditionally depended on CDR-driven measurements such as answer-seizure ratio (ASR) and average length of conversation (ALOC). Changing market dynamics mean that carriers need to apply QoS parameters which can't be extracted from CDRs.

Active end-to-end testing, with control of the end point of the call (B Party), supports the monitoring of critical QoS features such as CLI delivery, FAS, DTMF tone support and Fax testing. Active testing also supports reliable measurement of Mean Opinion Score (MOS).

CSG Assure Carrier Testing can verify all of these critical quality parameters, helping you proactively manage partners, improve customer and inter-carrier revenue, and receive faster ROI on your network investment.

> **"CSG'S CLI verification capabilities enable us to offer our valued customers the best quality service and products."**
>
> Tata Communications

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Why CSG Assure

CSG Assure is the market-leading quality testing solution, used by over 150 mobile operators and carriers worldwide. It helps operators demonstrate and prove their call quality, attracting other operators and carriers to use their networks. CSG Assure transforms the cost-driven wholesale and termination traffic market into a market driven by quality, not just cost.

The service is powered by the Assure Global Test Network, a proprietary test network which covers more than 450 mobile networks.

CSG Assure is the de facto standard for carriers seeking to protect and secure margin through guaranteed CLI delivery and other key quality features to destinations around the world.

Because CSG Assure Carrier Testing is provided as a Software as a Service (SaaS) and is cloud-based, it provides quick results without any capital expenses or commitment of your operational resources.

Talk to our experts about carrier testing and learn how you can deliver a seamless mobile communication experience.

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** to learn more.

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