



**Smartphones
are still used
to make actual
phone calls!**

VoLTE

How to leverage viSer to accelerate Voice Quality Testing and drive more Business

A trendy phone today is super thin, has a large edgeless screen, embeds a 3-lense camera, a strong processor and of course a powerful battery to benefit from all these features for more than a day long.

Still, for millions of people, a very good voice call quality remains a major trigger and a key decisive point when purchasing a phone.

Last summer the Global Mobile Suppliers Association (GSMA) announced that 262 operators were investing in Voice over 4G (VoLTE), in 120 countries and that 194 of them had launched VoLTE-HD voice services in 91 countries (Source: <http://www.gsacom.com>).

Moreover, as reported by MarketWatch on Sep 06, 2019 in their Global Voice over Long Term Evolution (VoLTE) Market overview (<https://www.marketwatch.com>), the global VoLTE market is expected to reach around USD 37 Billion by 2024.

Their analysis mentions that the market for VoLTE is majorly driven on the back of rising adoption of VoLTE services by the network operators on one side and that enabled services are gaining traction among the consumers on the other side.

It is therefore very important for Mobile Operators and Device Manufacturers to



test and evaluate all the important aspects that matter and affect the subscriber voice call experience.

This is where SmartViser expertise comes to help with an innovative end to end solution that facilitates the testing and measuring of the subscriber's quality of experience.

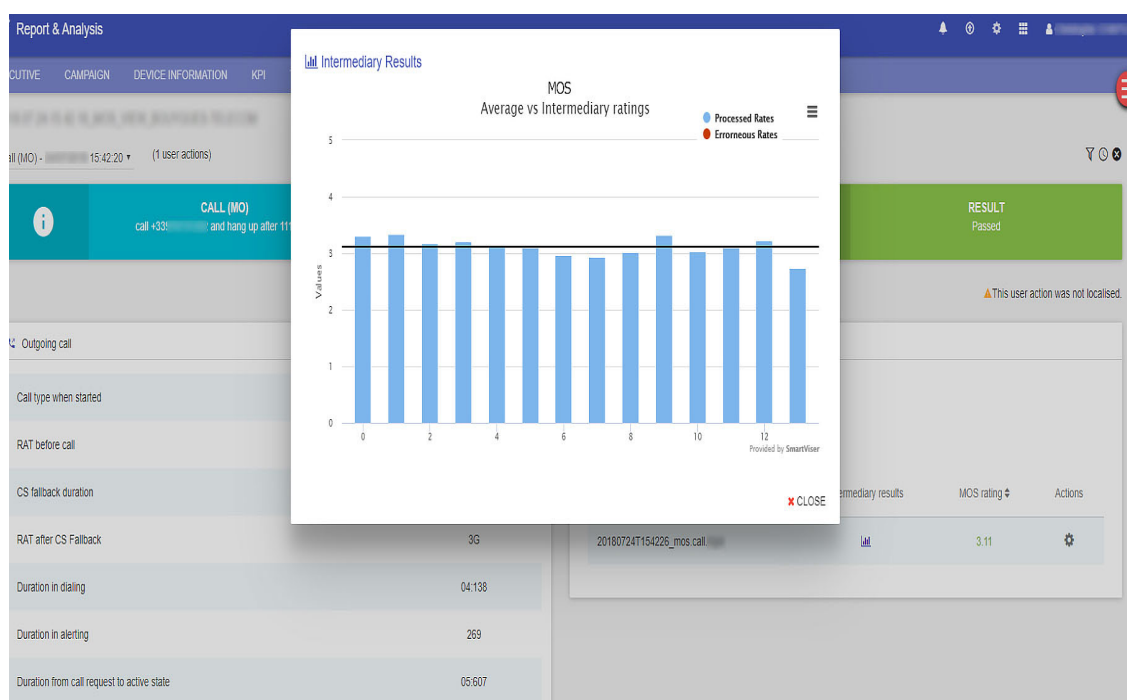
Indeed, our viSer tool suite enables teams to automate any user action and to record all key metrics like Audio Quality, Call set up time, Call connection rates, Battery life impact, Call interoperability, Call drop, etc. Our KPIs' list also includes the Voice Quality MOS score based on POLQA™* industry standard.

We already support Network Operators in the testing of all possible combinations from cross RATs, cross operators, asynchronous events, handover conditions (mobility) and many more and would be happy to help you too.

Want to leverage viSer to accelerate VoLTE revenue?

Get in touch with us today to discuss further on this issue and get your free trial.

* POLQA™ is a registered trademark of OPTICOM GmbH



Example of a MOS view provided by our viSer testing tool.

For more information on our products, please contact your local SmartViser office or visit our website

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