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## YOIGO AND ERICSSON EVOLVE CUSTOMER EXPERIENCE IN SPAIN

- Experience Centric Managed Services will improve customer experience by assuring the performance of services such as voice and web browsing
- Will enable Yoigo to continue to evolve its focus on its customers and transform into an even more customer-centric operator
- Yoigo is Ericsson's first European customer to implement Experience Centric Managed Services

Ericsson (NASDAQ: ERIC) and mobile operator Yoigo, part of TeliaSonera Group, have signed an agreement to evolve their managed services partnership in Spain and improve customer experience with Ericsson's Experience Centric Managed Services offering.

Delivering services that meet high customer expectations has always been the focus for Yoigo, but continuously evolving in an increasingly competitive market is challenging. With this agreement, Yoigo is taking yet another step to ensure customer satisfaction and loyalty.

Ericsson's Experience Centric Managed Services offering is designed to provide operators with a more holistic overview of customer experience than has previously been available – and therefore also a greater ability to improve it. The offering consists of two main components: a service operations center and an experience management center. The first focuses on measuring and improving service quality, while the second focuses on measuring and improving customers' perception of their overall experience.

Operators now need to go beyond the exclusive management of network performance indicators, with the expectation that overall good network performance automatically leads to good customer experience. To obtain an accurate picture of user experience, operators need to monitor the performance of services running over the network, such as voice and web browsing – and that is what a service operations center is designed to do.

Ericsson's service operations center is complemented by the experience management center, which provides insight into customer perception by measuring, monitoring, analyzing and reporting perception metrics. Examples of perception metrics include customer loyalty such as Net Promoter Score®, customer satisfaction, behavioral metrics and social media sentiment. The service will be launched during Q4 2015.

Mikael Elseus, CTO, Yoigo, says: "A satisfied customer is a loyal customer the saying goes, and our aim has long been to ensure our customers experience high levels of satisfaction with our network. We have achieved that and want to guarantee this for the future. We see

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our long-term partnership with Ericsson in managed services supports us in defining what's needed for us to continue to offer Yoigo's customers the best service performance."

Jean-Claude Geha, Head of Managed Services, Ericsson, says: "For years, we have helped operators to measure and optimize network performance. Now we have evolved our ability further to provide a comprehensive overview that includes service performance and customer perception. Our offering helps operators to analyze all of this information and proactively make changes that contribute directly to improved customer experience, reduced subscriber churn rates and increased revenues. We look forward to taking this vital next step with Yoigo, a longtime customer of ours."

Ericsson has been Yoigo's technology partner since the operator was founded in Spain in 2000, providing 2G, 3G, HSPA and most recently 4G networks. Ericsson has been Yoigo's exclusive mobile network managed services provider since Yoigo began operations in 2006.

## NOTES TO EDITORS

### **About Yoigo**

Yoigo is the fourth largest mobile phone operator in the Spanish market. The service it offers is based on honesty, transparency, simplicity and the streamlining of internal resources enabling it to pass on savings directly to its customers and offer lower prices.

Yoigo's services can be contracted in more than 100 exclusive stores, by Internet at [www.yoigo.com](http://www.yoigo.com), by phoning -1707-, or visiting one of the Phone House or Telecor stores. TeliaSonera, the leading telecoms operator in the Nordic and Baltic region has a 76.6% stakeholding in the company. ACS, the construction and services group, has a 17% stake, FCC, a 3.4% stake and Telvent, a 3% stake.

### **About Ericsson**

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*Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.*

*Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.*

## PRESS RELEASE

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*With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.*

*Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.*

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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)