

Ericsson Expert Analytics selected by EE to improve customer experience

- EE, the UK's largest mobile operator and part of the BT Group, has selected Ericsson Expert Analytics as its next-generation customer experience management (CEM) system
- The solution is aimed at improving EE subscriber satisfaction, net promoter score, propensity to call and first call resolution rate
- The solution will support multiple services, including 2G, 3G, 4G, VoLTE and VoWiFi, and will be supported by Ericsson Managed Services

Ericsson (NASDAQ: ERIC) has been selected by EE, the UK's largest mobile operator and part of the BT Group, to deliver a next-generation customer experience management (CEM) system based on [Ericsson Expert Analytics](#). The multi-year agreement includes software, implementation services and IT Managed Support services.

The solution will support multiple services, including 2G, 3G, 4G, VoLTE and VoWiFi, and is aimed at improving subscriber satisfaction, net promoter score, propensity to call and first call resolution rate.

Dave Salam, EE Director of Mobility and Analytics, says: "With Ericsson Expert Analytics supporting our new customer experience management capability, we will be better able to understand our customers' experience in real-time, and the detailed insights provided will help us keep improving network quality."

Arun Bansal, Senior Vice President and Head of Market Area Europe and Latin America, Ericsson, says: "This is another significant milestone in our relationship with EE and an important deal for us in the field of IT. The introduction of Ericsson Expert Analytics will enable more effective customer care and service operations, allowing EE to proactively resolve issues before they have an impact on subscriber satisfaction."

Ericsson Expert Analytics will measure the perceived customer experience for each subscriber, providing actionable insights based on data collected in real-time from network elements and probes, as well as from operations and business support systems.

NOTES TO EDITORS

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ABOUT ERICSSON

Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York. www.ericsson.com

ABOUT EE

EE, part of BT Group, is the largest and most advanced mobile communications company in the UK, delivering mobile and fixed communications services to consumers.

EE runs the UK's biggest and fastest mobile network, offering superfast 4G in more places than any other operator after pioneering the UK's first superfast 4G mobile service in October 2012. Today, EE has more than 600 shops across the UK, and EE's 4G coverage extends to more than 90% of the UK's landmass.

EE has received extensive independent recognition, including being ranked the UK's best overall network by RootMetrics®; Best Network for five years in a row at the Mobile Choice Awards; Best Network at the 2015, 2016 and 2017 Mobile News Awards; Best Consumer Network at the 2015, 2016 and 2017 Mobile Industry Awards; as well as Fastest Network and Best Network Coverage at the 2017 uSwitch Mobile Awards.

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