At a Glance

MOSAIC ONE

Highlights

- **Mosaic One Care** enables support teams to access a unified view of a customer's experience and utilize actionable intelligence to resolve customer issues on the first call, improving satisfaction and reducing costly escalation.
- **Mosaic One Operate** equips network engineering andmaintenance teams with AI-driven insights to preemptively identify at-risk connections and alarms, reduce truck rolls, and minimize network downtime.
- **Mosaic One Promote** empowers marketing teams to easily leverage customer insights, advanced filters, and marketing platform integrations. This knowledge allows Marketers to target the right customer with the right service campaign every time.

What is Mosaic One?

Modern broadband networks must deliver more than high-speed connections — they must deliver an optimized customer experience powered by value-driving applications. Mosaic One is a cloud-based Software as a Service (SaaS) that aggregates AI-driven insights from network management and service orchestration applications pulling data from access network platforms and in-home devices. The result is actionable intelligence leveraged from network and user behavior insights presented in three distinct dashboard portals: **Care, Operate and Promote**.

Mosaic One offers a single sign-on experience that respectively equips customer support teams, network engineers, and marketers to quickly resolve customer issues, preempt impending network issues, and assess customer behavior to expertly guide their campaigns. With Mosaic One, service providers can spend less time running their network and more time building their brand.

## Delivering on a Great Customer Experience with Mosaic One Care

Every broadband service needs to be supported by a strong and efficient customer support department to bolster customer loyalty. Mosaic One enables customer service teams to prioritize user experience at an unprecedented level. A simple search returns a subscriber's full experience by aggregating information from multiple applications and presenting actionable intelligence to resolve customer issues on the first call, improving satisfaction without increasing OpEx.

- Troubleshoot a subscriber's connection accessing information drawn from both the entire broadband access and the in-home network with a simple search
- Visualize quickly, by subscriber, current and recent device alarms from the access and aggregation platforms, the Wi-Fi gateways, and any other in-home devices
- Understand customer experience with at-a-glance indicators, light level read-outs, and throughput utilization
- Utilize actionable intelligence via AI-driven insights to identify issues and recommend resolutions – without escalation or truck rolls.

Maintaining a Resilient Network with Mosaic One Operate

Unplanned network interruptions and congestion can impact subscriber satisfaction and often leads to a subscriber choosing a competing provider. In today's expanding market, it is crucial for service providers to prioritize network health. Mosaic One Operate equips network engineers with an AI-driven, forward-looking radar to monitor access and preemptively identify at-risk connections that allow operators to respond before customer interruptions ever occur.

- Audit your network to identify issues from bad fiber lights to overutilized CPU – and everything in between – and quickly assess risk severity.
- Identify the primary cause of the alarm and view recommendations for resolution quickly from AI-driven insights.
- Reduce truck rolls with actionable intelligence on each network element.
- Increase subscriber uptime and network availability by proactively correcting issues.
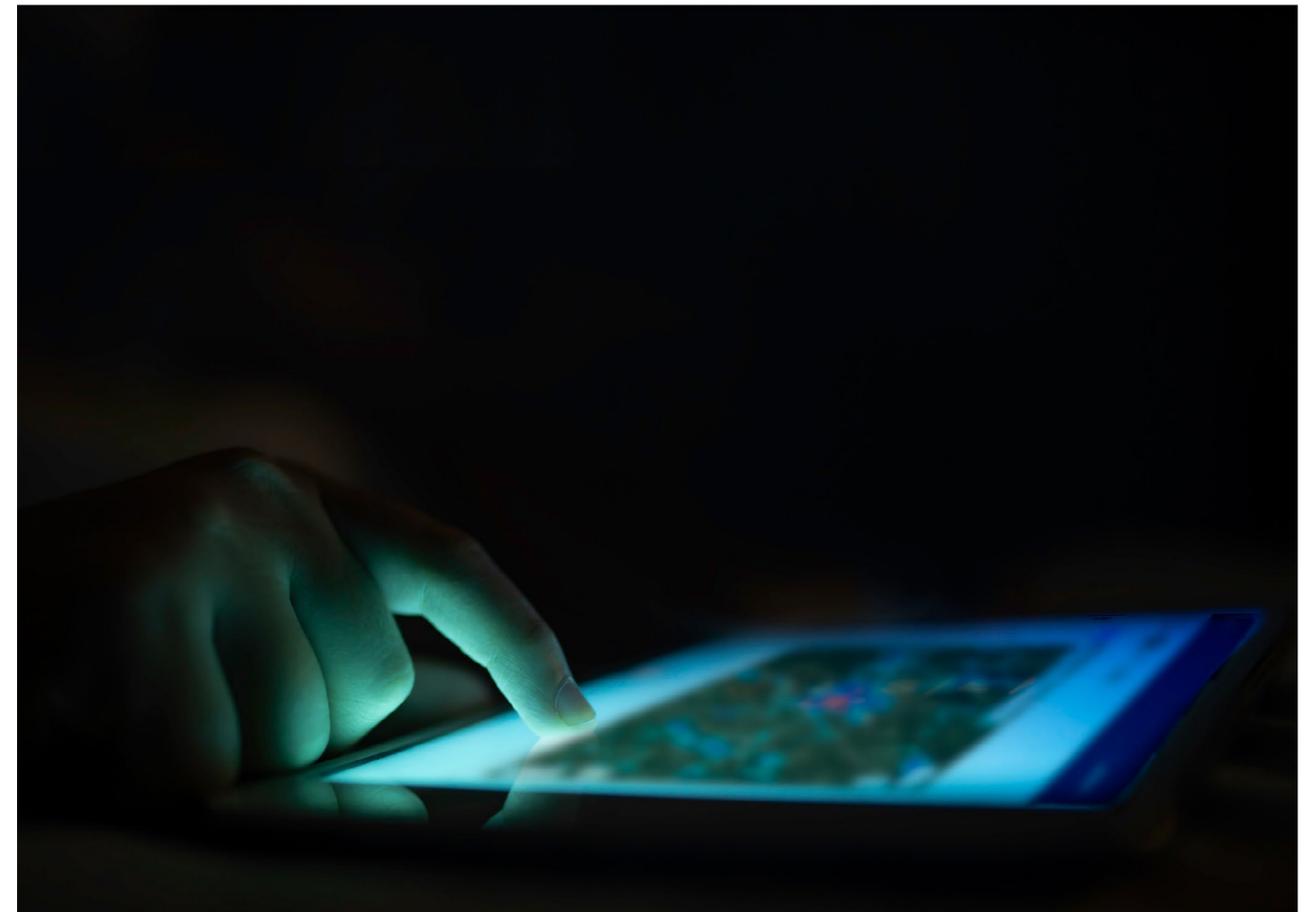
MOSAIC ONE

Elevating your Customer Outreach with Mosaic One Promote

With competitors entering the market at an increasing rate, service providers must craft intelligent campaigns to stand out above the noise. Mosaic One Promote empowers marketing teams to deliver the right campaign at the right time. Customer insights, advanced filtering, and marketing platform integrations help operators:

- Increase service take-rate through promotion targeting. Analyze subscriber behavior to segment audiences and build highly targeted campaigns.
- Increase potential revenue by preemptively identifying upgrade and churn candidates.
- Maximize marketing resources by automating sophisticated cross-platform marketing campaigns.
- Craft distinctive campaigns with the help of the Adtran Marketing Center – a library of resources, refreshed frequently to always provide marketers with ready-to-brand content built by fellow telecom marketers.

Growing Brand Equity for Maximized Value Realization

Mosaic One streamlines customer care, network operation, and marketing campaigns to safeguard customer loyalty and increase the bottom line through AI-driven insights and actionable intelligence.

- Mosaic One Care increases Net Promoter Score by 35 points.
- Mosaic One Operate reduces truck rolls by 50%, reducing operational expenses.
- Mosaic One Promote reduces churn by 25% and increases ARPU by 20%.
- Mosaic One helps service providers reduce their material costs and carbon footprint with AI-driven insights.

Request your Mosaic One Demo today: **adtran.com/mosaic-one**

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