Quality of Experience Engineering for Customer Added Value Services: From Evaluation to Monitoring (Iste)

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The main objective of the book is to present state-of-the-art research results and experience reports in the area of quality monitoring for customer experience management, addressing topics which are currently important, such as service-aware future Internet architecture for Quality of Experience (QoE) management on multimedia applications.

In recent years, multimedia applications and services have experienced a sudden growth. Today, video display is not limited to the traditional areas of movies and television on TV sets, but these applications are accessed in different environments, with different devices and under different conditions. In addition, the continuous emergence of new services, along with increasing competition, is forcing network operators and service providers to focus all their efforts on customer satisfaction, although determining the QoE is not a trivial task. This book addresses the QoE for improving customer perception when using added value services offered by service providers, from evaluation to monitoring and other management processes.

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