



News Release

Vodafone Portugal Pioneers Innovative Mobile Broadband Experience Management Architecture Using Carrier IQ Technology

- Vodafone Portugal steps up customer care service with multi-dimensional per customer analytics -

Lisbon, Portugal and Mountain View, CA, July 31, 2009 – Vodafone Portugal has successfully completed a Mobile Broadband Experience Management pilot based on Carrier IQ's architecture and is moving it into operation. The new technology will enable Vodafone Portugal to offer a highly optimized and personalized Customer Care experience by allowing accelerated problem identification and resolution. It also gives Vodafone Portugal the ability to make pinpoint-accurate network planning and investment decisions based on the true end-customer experience.

"Our goal is to have the most satisfied customers in the industry and so, offering the best mobile broadband service is naturally on the top of our priorities," said José Oliveira, Operations Director for Vodafone Portugal. "The Carrier IQ's Mobile Broadband Experience Management solution provides a unique and valuable perspective of the customer's true experience helping us to better address our customers' needs." Jose Oliveira continued, "We believe that this solution will further increase Vodafone Portugal's customer satisfaction and loyalty and it will also help improving efficiency on our investment decision making."

"We are excited to work with Vodafone Portugal who has consistently pioneered many innovative customer and service solutions in the Mobile industry" said Mark Quinlivan, CEO of Carrier IQ. "Our technology works with both mobile broadband devices as well as mobile phones and for the first time allows the mobile operators to understand the end-customer's true experience. It is critical to offer a service that is high quality from both a data network and customer experience perspective." Quinlivan went on to say, "Innovative operators such as Vodafone Portugal continue to stay out ahead of their competitors by offering highly tuned network and services based on per subscriber Mobile Broadband Experience Management as well as a markedly improved Customer Care experience."

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About Carrier IQ

Carrier IQ enables mobile carriers, phone manufacturers and service providers to improve their offerings based on direct insight into the customer experience. Deployed on over 50M phones from 10 leading vendors world-wide, Carrier IQ is the world's leading provider of Mobile Service Intelligence solutions that use the mobile phone to give detailed metrics on service quality and usage. Founded in 2005 and headquartered in Mountain View, California, Carrier IQ is a privately held, venture capital-financed company with offices in USA, UK and Malaysia. Please visit www.carrieriq.com.



About Vodafone Portugal

Vodafone Portugal is part of the world's leading mobile telecommunications company and has a leadership position in terms of innovation, brand image and customer satisfaction in Portugal. Vodafone Portugal focuses on delivering total communications solutions to its more than 5.67 million customers. Visit Vodafone Portugal's website at www.vodafone.pt.