



An overview of the Sweep platform in numbers for 2025

Leading KPI

The Sweep platform celebrated it's **1,000,000th subscriber interaction** on the 6th October 2025.



The Headlines



Sweepr's platform usage has skyrocketed

4.5x ▲

volume of subscriber interaction

Sweepr's supported use cases grow steadily

3.9x ▲

volume of supported use cases in production to-date

Sweepr's operational efficiencies delivered to our clients has soared

4.7x ▲

efficiencies estimated at 20m USD

Most important product for subscribers

- 73% of all intents are broadband related
- 22% TV and entertainment related
- 5% Smart Home related

Zoom in: Broadband

We all know Broadband is consumer oxygen.

But, zooming in on the data, we looked at the various intents and compare 2 specifically.

"No Internet"

Overall, interaction volume has been stable throughout the year.

"Slow Internet"

Interestingly, we saw a massive increase in volume.

Why? If an intent can be solved through a highly personalized digital interaction, subscribers will prefer this over calling the Call Center.

Zoom in: Smart Home products

Within the smart home product category, Smart Cameras (47%) are causing the most engagement on the platform; followed by CO2 detectors and Smart Plugs.



Insights & Highlights



Insights generated by our platform are of high value to our CSP clients.

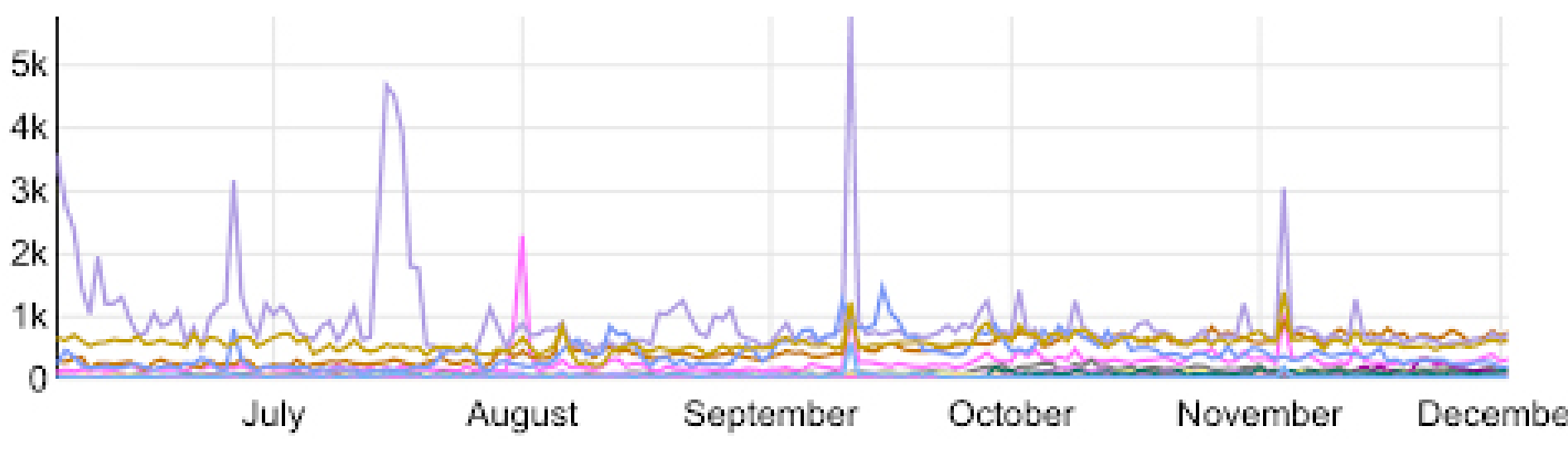
Our clients are using Sweepr to monitor their product performance in real time.

Sweepr offers a suite of powerful analytics called "Journey Optimizer" to monitor the performance of the platform in production.

Journey Optimizer allows operators to see what subscribers say about all their products (Broadband, TV and or Smart Home). As such, Journey Optimizer is often used by Product teams to get real time insights into product performance issues.

INTENTS OVER TIME (6 MONTHS)

- No network
- Smart TV
- Device issues
- Camera
- Wi-Fi issues
- Thermostat



As an example, this graph below shows the volume of intent per product over a 6 month period. Each spike here indicated a surge in customer query about a specific product. With this insight, operators can zoom in on this particular product.

Below is a breakdown of queries made about a TV setup box product. This more granular view shows a 7-day variance of all customer queries. The chart clearly shows a surge in "TV Remote" and "Audio issues" during that week.

This helped our client to identify the root cause and remediate it immediately, thanks to the real-time subscriber interaction on the Sweepr platform.

| INTENT RESOLUTION PERIOD CHANGE | | Percentage Change |
|---------------------------------|--|-------------------|
| Resolution | | |
| TV Remote | | 9.15 |
| Audio issues | | 9.07 |
| Device issues | | 6.8 |
| General network | | 5.32 |
| Account details | | 5.04 |
| Smart Home device | | 4.39 |
| Package updates | | 4.18 |
| Streaming | | 4.09 |
| Security devices | | 3.98 |
| Router | | 3.38 |

In a nutshell, the Journey Optimizer dashboard flags "big movers"; sudden spikes in specific customer-reported intents. That in turn, informs product teams about issues they were not previously aware of.

Sweepr helps telcos to prioritise the most impactful product issues affecting customer experience.

Ultimately, Sweepr helps operators drive continuous improvement of the overall user experience.

Outlook for 2026

Sweepr's platform will introduce agentic capabilities, enabling partners to:



- humanize further the quality of realtime voice and text digital interaction with subscribers using Sweepr.
- automate further how CSPs build and optimize workflows in real-time.
- bring pattern recognition to deliver more relevant user experience to our clients' subscribers.

We can't wait to roll this out to our current and future partners!

Happy New Year!

