



# DRIVE INNOVATION, COST SAVINGS AND REVENUE EXPANSION

Strategic Data Application in Telecommunications



## COMPETITIVE REALITY

- ↕ Mature industry characterized by dominant global players and fierce competition brought on by well-funded new entrants and regional telecom and cable carriers
- ↕ The core service offerings of voice, internet and media are largely undifferentiated and commoditized
- ↕ Revenue growth is a function of upselling current customers and luring new ones away from competitors



## GAINING THE ADVANTAGE

- ↕ Construct highly personalized service offerings
- ↕ Identify and proactively mitigate customer pain points
- ↕ Contextualize a broad range of non-traditional data sources with the call detail record
- ↕ Retain and upsell top subscribers and influencers



## DID YOU KNOW?

- Weather, economic trends, relevant events, social media, and demographic and psychographic information all influence how telcos should interact with existing and prospective subscribers
- Sophisticated analytics initiatives proactively make offers to those inclined to leave or incentivize top influencers to stay



## CORE DATA CHALLENGE

- ↕ Creating a unified 360-degree view of subscriber experiences by contextualizing call detail records with a variety of often incomplete data sets across numerous channels and at massive scale

Key Data Sources		
Structured		Unstructured
Billing information	Network QoS	Advertisers/campaign results
Call records	Network sensors	Apps
CDRs/XDRs	Opt-in/out	Blog posts
Electronic records	Subscriber data and services	Email
Inventory	Texts	File downloads
IPT/VOD usage	Voice calls	Industry reports
Location records	Web mobile behavior/transactions	Retail reports
		Social media
		Video
		Web content

## IDENTIFY LEADING INDICATORS OF CUSTOMER BEHAVIOR WITH SELF-SERVICE DATA PREP

The billions of usage records and streaming data points require data analysts to find a way to clean, transform and standardize their data sets on massive scales **before** they can realize practical analytic value

<b>Empower exploratory analytics</b>	Quickly and easily make data useful without relying on IT	<ul style="list-style-type: none"> <li>• Expend less effort than traditional solutions to find key trends</li> <li>• Remove legacy inefficiencies and technical requirements of data prep</li> <li>• Conduct data discovery and analytic transformation</li> </ul>
<b>Increase productivity</b>	Reduce time to integrate, cleanse and prepare data across the organization	<ul style="list-style-type: none"> <li>• Perform model construction and validation, and exploratory visualization</li> </ul>
<b>Provide access to raw source data on demand</b>	Extract data from various formats and sources directly into visualization and business intelligence tools	<ul style="list-style-type: none"> <li>• Automatically enrich incomplete and incorrect data</li> <li>• Reduce demands on IT</li> <li>• Focus on testing hypotheses and making business decisions</li> </ul>
<b>Improve organizational data usage</b>	Accelerate the time to clean and manipulate data	<ul style="list-style-type: none"> <li>• Acquire activity logs, vendor logs and publicly available data</li> <li>• Visually identify and fix data irregularities with fewer keystrokes</li> </ul>

← **Get the blueprint: achieve a 360-degree view of a subscriber** →