OpenText™ Big Data Analytics for Telecommunications

How to forecast churn and increase customer value and loyalty

Customer retention is more important than ever for companies in the telecommunications industry. Rate wars, the influence of real-time social networks, and a constant inflow of new players into the market make it vital for telcos to understand customers and respond quickly.

With the main goals to boost loyalty, reduce churn, improve operational efficiency, and support new business models, telecommunications companies need to:

- Integrate internal and external data for a 360º view of customers
- Immediately identify cross-selling opportunities
- Prevent customer churn and detect upselling opportunities
- Send effective acquisition and retention campaigns that match the right customers with the right products

The Challenge: Increase Customer Loyalty

Telcos need to leverage and integrate massive amounts of data from a range of sources—like Call Data Records (CDR), customer care, product/service portfolios, cost and billing, and network service quality— in a holistic way, minimizing the poor alignment between siloed departments.

To achieve a 360º approach to customer experience and build a sustainable, competitive advantage, telcos must gain a deep understanding of customer attitudes, behaviors and actions. This is essential to improving customer acquisition and retention. In the back end, improving operational efficiency will increase revenue, reduce operating expenses and simplify business operations.

Telcos need to speed time to market by supporting new business models that are flexible and personalized. The network infrastructure can be optimized to support the next generation of teleco business, which includes dynamic applications and services such as Internet of Things (IoT).

SUMMARY

OpenText™ Big Data Analytics combines speed, ease-of-use and powerful predictive tools in a single, affordable end-to-end solution. It integrates, cleans, and analyzes multi-source data quickly and easily so that telecommunications companies can improve results while saving time and money.

Find out more about Big Data Analytics and how we can help your company stay in front of the market. Send an email to BigDataAnalytics@opentext.com or visit www.opentext.com/bigdataanalytics

BENEFITS

- Improve customer retention—Advanced offer management identifies the right product for each customer and sets Optimal Pricing to reduce churn and increase loyalty.
- Gain control of marketing campaigns—Spend less and get better results from highly targeted campaigns based on accurate analytics and smart customer segmentations.
- Reduce costs—Extract maximum value from your data and use insights to increase efficiency.
- Increase average revenue per user (ARPU)—Get bigger ROI from every sales and marketing effort.
- Delivers a better customer experience—Understand customer tendencies, attitudes, profiles and buying patterns to engage one-to-one, identify cross sell opportunities and maximize CLV.
- Intelligent network planning—Plan, predict, and optimize the investment based on identification of potential stress points and service forecast demands.
The Solution: OpenText™ Big Data Analytics

Big Data Analytics is an advanced analytics software appliance that enables companies to access, blend, explore, and analyze all their data quickly, without depending on IT or data experts.

Additional features include:

- **Fast, seamless integration** of large volumes of decentralized, multi-format data from all sources.
- **Customer profiling based on behavior variables** for accurate targeting of products and services.
- **Integrated campaign management** with instant visibility into results, workflow automation and the ability to make on-the-fly modifications.
- **Advanced analytics** for fast identification of cross- and upselling opportunities, including customers with multiple lines or contracts with other providers.
- **Predictive analytics** to help forecast churn, recommend the right products and determine optimal prices.
- **Workflow alerts** that keep you informed of churn tendency, activity slumps and potential fraud.

Profile: Build accurate customer profiles based on specific variables.

Venn Diagram: Merge ‘mobile’ and ‘land line’ customer data with data from customers using services from other providers to identify cross-selling opportunities.

Campaign Workflow: Get an integrated view of campaigns launched via SMS or website and adapt them on the fly to improve ROI.