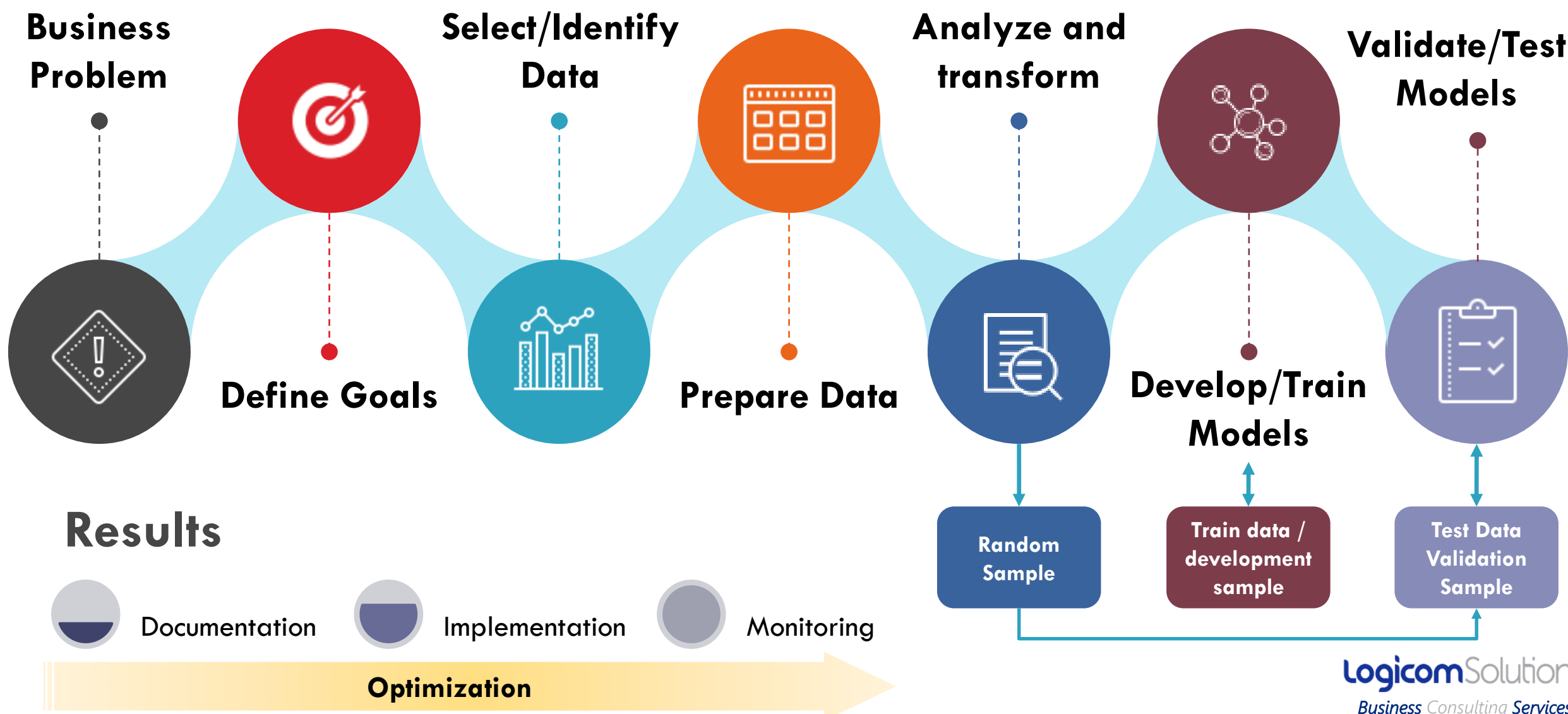Analytics for Telecommunications

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Analytics for Telecommunications

Analytics for Telecommunications – Areas of Application

- **Next best offer**
  - Recommend products or services to customers based on their purchasing behavior

- **Profit-based customer segmentation**
  - To identify profitable customers based on their purchase history to develop suitable marketing strategies to reward them appropriately and at the same time increase their wallet share
  - To develop loyalty campaigns to improve the customer profitability of non-loyal but high-potential customers

- **Churn prediction**
  - High customer churn every month as compared to industry, resulting in loss in revenue and shrinking margins
  - To identify which customer behaviours will trigger churn events and predict the likelihood of customer attrition
  - To identify the key reasons for customer churn

- **Social network analytics**
  - To use social network analysis (SNA) to understand customers and their communities better
  - To define targeted treatments based on the network roles of an individual to encourage/discourage specific events (churn, acquisition, product adoption)

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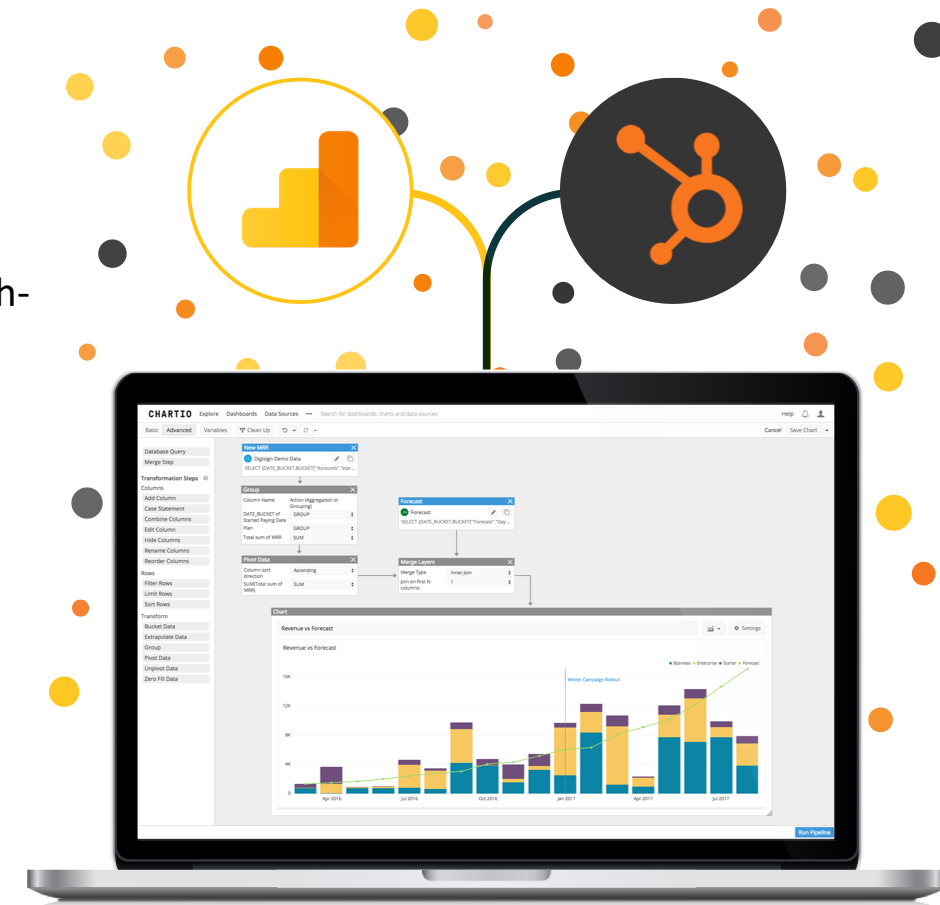
Analytics for Telecommunications – Areas of Application

- **Fraud detection**

  - To reduce leakage losses through preemptive fraud detection

  - To enhance customer trust and increase brand loyalty

  - To identify factors which lead to telecom fraud

- **Pricing recommendation**

  - To understand the impact of a given change in price (pricing elasticity) on sales across products as well as the impact on contribution margin

  - To ensure a consistent scientific methodology is being applied to pricing decisions across categories/outlets

- **Customer lifetime value**

  - To calculate the revenue expected from the customer over the lifetime of his/her association with the company

  - To allocate marketing costs on the basis of relative value of customers

- **Sentiment analysis**

  - To capture customer feedback across various social media platforms and derive meaningful conclusions from it which can be sent to relevant functions within the organisation

  - To improve brand strength and engage customers in a meaningful way

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Thank You

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