GET BETTER INSIGHTS FASTER

The dynamic nature of today's customers require proactive use of advanced analytics to understand customers and make decisions

TELECOM ANALYTICS:

Fast access and interaction with

Descriptive and Predictive Modeling:

Analytical models can be classified into two methodologies: descriptive modeling and predictive modeling. Descriptive models are basically segmentation models such as value, behaviour, and needs that are developed from a high-level, strategic standpoint. A commonly used strategic segmentation is value-based segmentation where customers are grouped according to the revenue and profit they bring to the business, then placed in a customer management and customer service tier according to these segments.

Predictive models are developed by applying advanced data mining techniques such as decision trees, regression, stochastic modeling, machine learning algorithms, and neural networks to estimate what is likely to happen in the near future based on realized past events. The biggest area of use is propensity modeling or uplift modeling to increase response rates from customers to campaigns and minimizing customer annoyance.

These analytics techniques and programs are a valuable way to increase efficiencies and drive customer satisfaction levels higher for businesses to maintain a competitive edge.

Dynamic Analytics defined:

Behavioural analysis:
Groups and tracks customer characteristics and behaviours, then uses the information to target customers with appropriate interactions

Capturing Real-time data:
Understanding customers' real-time activity, presents huge potential revenue generation opportunities