Analytics Live! Case Study:

“Show me the money: The monetization of big data”

Wednesday 11 May 12:00 – 12:45 PM - Hermes Auditorium (Level 2)

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Connecting the dots between Network Performance & Customer Experience

Business Case

- Analytics can help CSPs to prioritize their networks and services to provide optimum service to customers based on their profitability.

- Analytics will play a key role in segmenting customers based on profitability so that during times of problems, service providers can prioritize their support resources.

- Advanced analysis can be used by CSPs marketing and sales department, as service usage patterns can reveal new bundling and retention strategies.

- Service usage, maintenance and support visibility provide key cost metrics to the finance organization, which helps calculate service profitability metrics.
Enabling accurate & JIT Operational Planning

Business Case:
- During network infrastructure expansion planning organization should be able to carefully target capacity growth to ensure it appropriately addresses current and developing shortfalls
- Helps in justifying the need for less physical build which directly helps in Capex savings
- Helps to reduce overheads, saving time on field services, planning, and project management
- For operators there is huge benefit for solutions which can simulate network growth based on historical data and also help them to identify potential network hotspots

Key Benefits:
- % lower overhead costs
- % faster and more accurate bid designs
- % improvement of traffic routes
- % overall efficiency of existing network
- % reduction in CAPEX and OPEX
Analytics Driven Insight is Critical for Personalized Experience

The Positives
- Buying Behavior
- Regular Page Visits
- Long Duration
- Repeated Downloads
- Forwards
- Preferences

The Behavior
- Browsing History
- Location Information
- Consumption Patterns
- Advertising Impressions
- Usage Data
- App Consumption
- Social Sentiment
- Biometrics & Wearable Data

The Negatives
- Abandoned Shopping
- Aborted Downloads
- Service Outage
- Lost SMS/MMS
- Dropped Calls
- Hard Terminated IVR
- Multiple Call Transfers

Deliver Action

Sell
- Up-sell
- Cross-sell
- Display personalized Ad
- Free trials
- Follow up outbound campaign

Retain
- Renewal campaign
- Modify terms of contract
- Win back discounts
- Advanced Loyalty points/Gamification

Notify
- Threshold notification
- Prompt for payment
- eBilling sign-up
- Easy pay sign-up
- Analytics based Collections

Build Relationship
- Customized Suggestions
- Event-based help messages
- Life event based messages
- Share usage best practices

Analytics driven contextual insight is the ability to understand the uniqueness of customers, their circumstance, behaviors and preferences and convert that understanding into an opportunity for CSPs to stay competitive.
Select Use-Cases

Customer Experience
- Customer Experience Analytics
  - Churn Management
  - Retention Management
  - Self-service Analytics
  - Loyalty Management

Call Center Analytics
- Call Reason Identification
- Next Best Action

Marketing and Sales
- Marketing Analytics
  - Personalized Offers
  - LTV Calculation
  - Campaign Management
  - Up-sell and Cross-sell

Sales Analytics
- Predictive Lead Scoring
- Partner Analytics

Product Performance
- Product Performance Analytics
  - Product Development
  - Product Performance

Network and Services
- Service Analytics
  - Proactive Customer Service
  - QoS and SLA Forecasting
  - New Enterprise Order Analysis

Network Analytics
- Customer Driven Upgrades
- Value Based Network Planning
- Customer Driven Repair
- Real-time Congestion Management

Finance
- Revenue Management Analytics
  - Revenue Assurance
  - Fraud Management

Marketing and Sales
- Revenue Management Analytics
  - Revenue Assurance
  - Fraud Management

Product Performance
- Revenue Management Analytics
  - Revenue Assurance
  - Fraud Management