

# Building Customer Loyalty for Telcos

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, telcos are doing the following:

- Integrate internal and external data for a 360° 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 360° 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

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*OpenText™ Actuate™ 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 OpenText Actuate Big Data Analytics and how we can help your company stay in front of the market. Send an email to [BigDataAnalytics@opentext.com](mailto:BigDataAnalytics@opentext.com) or visit [www.opentext.com/bigdataanalytics](http://www.opentext.com/bigdataanalytics)*

**The Solution:****OpenText™ Actuate™ Big Data Analytics**

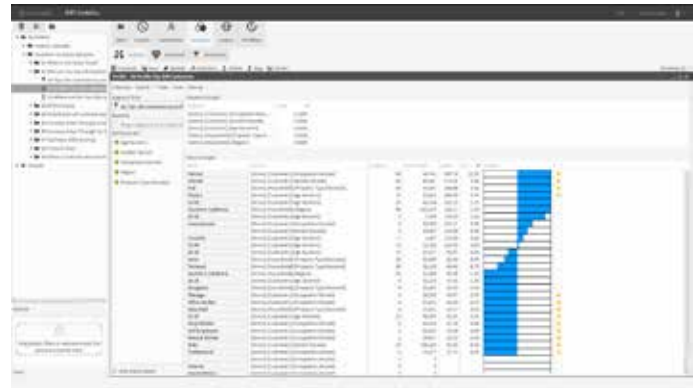
OpenText Actuate Big Data Analytics is an advanced analytics software appliance that enables companies to access, blend, explore, and analyze all their data quickly, without depending on IT or data experts.

Additional features include:

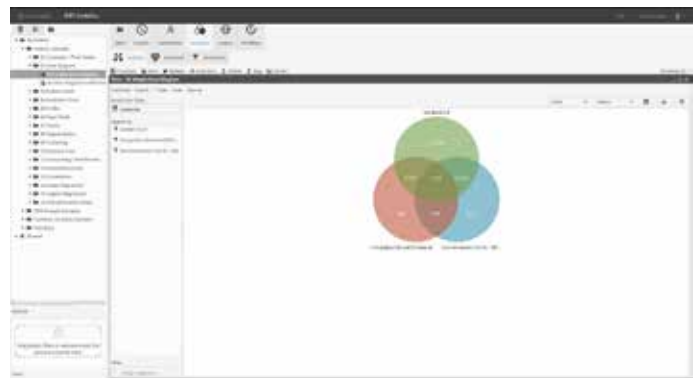
- Proven scalability in terms of number of users and high security and permission levels.
- Number 1 of the embeddable analytics solutions in the market, completely customizable, white-label product, which means seamless integration with other systems via an open architecture.
- Facilitates complex design and development of personalized customer-facing applications.
- Comprehensive analytics suite with robust functionality that includes not just reporting, visualizations and performance analytics but also data blending, cleansing, enrichment and advanced and predictive analytics techniques.
- Integrated campaign management with instant visibility into results and the ability to make on-the-fly modifications.
- Workflow alerts to stay informed of churn tendency, activity slumps and potential fraud.

**Benefits**

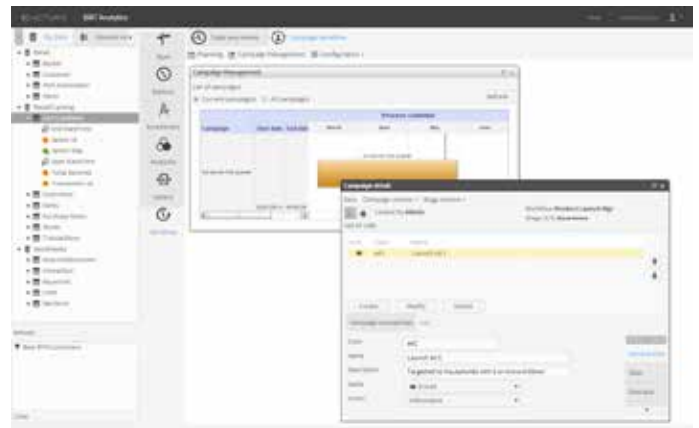
- **Improve customer retention**—Advanced offer management identifies the right product for each customer and sets Optimal Pricing to reduce churn and increase loyalty.
- **Gain control of marketing campaigns**—Spend less and get better results from highly targeted campaigns based on accurate analytics 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.
- **Deliver 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.



**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.

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