

# Decisioning for Telecom Customer Intimacy

Experian Telecom Analytics



## Turning disruption into opportunity

**Experian Telecom Analytics combines best-in-class predictive analytics techniques and tools with expert consultancy services to provide telecom operators with deep customer insights and actionable models that enable more profitable decisioning.**

The traditional telecom model is being disrupted by a variety of pressures – as a result, increasing revenue and retaining customer loyalty has never been so challenging.

In such a cluttered and fast-evolving business environment, steering a path to profitability requires a sharper focus on better processes and intelligent decisioning. Experian Telecom Analytics can help you achieve that focus.

## Driving profitability through analytics

Our advanced analytics tools and expert consultancy services enable you to reward and extract more value from 'good' customers while minimising your exposure to high-risk 'bad' customers.

**Experian Telecom Analytics offers a robust approach to securing your profitability by helping you to:**

- Adopt smarter acquisition and retention strategies
- Improve operational efficiency and gain strategic clarity
- Cut your costs to serve customers
- Create a positive customer experience
- Minimise risk and limit fraud losses
- Optimise cross-sell and up-sell opportunities

### Reducing debt exposure and churn

A leading European telecom operator needed to differentiate between profitable lifetime customers and high-risk ones who threatened to increase debt exposure.

**Experian Telecom Analytics helped to deliver:**

- 25% reduction in call barring
- No increase in bad debt or loss in customer spend
- Predicted increase in customer satisfaction levels
- Significant reduction in operational costs

## Stage-by-stage benefits

Our advanced analytics and powerful tools for credit and fraud risk management deliver value at every stage of the customer lifecycle.



**Better analytics. Better decisioning. Better value.**

Combining international experience with local understanding, we have worked with telecom operators globally across all aspects of their business.

Our collaborative approach with our customers has enabled us to apply a 360° perspective to provide solutions that deliver tangible operational value to the business and improve customer intimacy.

Experian Telecom Analytics enables you to implement strategies that drive profitability over the whole customer lifecycle – smart strategies that exploit the potential of big data to help your organisation reduce its proportion of unprofitable customers, while successfully retaining the most valuable ones.