



Think Big Analytics Case Study

Major telecoms operator

Growing customer base with Network Experience Analytics

The second largest telecom operator in Pakistan has 40.7 million active subscribers (2017), 27% data users (2017) and approximately 1.13 BN USD revenue (2016). It also hosts world's third largest mobile financial services. The business was lack of expertise in-house and needed help in deploying analytics in their network to generate actionable insights.

Think Big Analytics was assigned due to the reputation of confidence in the deployment of advanced analytics, proven expertise in architecting and dealing with complex use-cases. The team delivered the capability to perform analytics on 14+ Key Network Quality Indicators, and 50+ medium & 300+ highly detailed ones consistently across various business situations. As a result, the customer was able to get insights to previously undiscovered fields. The engagement benefitted them by revealing customer base of passive users, increasing churn prediction accuracy, enabling channel marketing, improving complaint handling efficiency, optimizing marketing and sales planning as well as product roll outs.

Growing customer base with Network Experience Analytics

Telecommunication – Major Telecoms Provider

Business challenge

- Achieve continual subscriber growth, and minimize churn attributed to poor network services.
- Customer feedback scores mentions poor network experience as the key reason for churn and dissatisfaction
- Marketing, Sales and Network teams using siloed decision-making using desperate data sets.
- Lack of technical expertise to integrate build, and manage analytical capability on large data volume related to network experience.

Solution

- Specially designed analytical BI dashboards delivering insights on aggregate and individual customer levels.
- Major data use-case delivery.
- Unified Data Architecture utilization.
- Pioneer solution of Network Experience Analytics capability in Pakistan.

Benefits

- Approx. 16% increase in churn prediction accuracy resulting in increased customer retention.
- Approx. 8M (11% of total) Passive Subscriber identification through Network Paging KPI, resulting in new tailor-made campaigns directed at re-activating subscribers.
- Front-end channel enablement with Network Experience Data, resulting in increased complain accuracy, decreased complaints, and efficient TATs.
- Integration of operational planning resulting in optimized product, sales and network roll-outs.

Tools and Technologies



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