

Telecommunications

Gain unprecedented knowledge on your customer's behavior

Senseta's pattern recognition tools will enable your company to gain a deeper understanding of the total customer experience, offering the best possible mix of offer, customer and channel. This means happier, more loyal customers.

Our pattern recognition solutions for the telecommunications industry address your customer management priorities, so you can get higher ARPU with our proven solutions for:

- Enhanced customer experience. Nourish your high lifetime value customers. Offer more personalized and relevant customer communications and promotions.
- Churn prediction and prevention. Forecast customer issues and prevent them from happening. Prioritize issues based on severity to avoid negative experiences.
- Next-best-offer. Operationalize customer insights by using structured and unstructured data.
- Viewer preference analysis. Intelligently recommend content, advertise effectively, and provide products and services tailored to customer needs.

Optimize your revenue

Every operator is searching for new ways to increase revenues and profits during a time of stagnating growth in the industry, but few have demonstrated the capabilities needed to make the most of this new technology.

Senseta will help you organization improve its forecast accuracy to drive better decisions. This will allow your operation to create more effective pricing and revenue optimization strategies for individual products or bundles. The end result is a healthier, more profitable bottom line.

We offer comprehensive solutions that address:

- Rate plan modeling and optimization. Apply advanced analytics to improve decision making processes related to product bundles, marketing campaigns, resource planning and allocations.
- Cost and profitability analysis. Calculate the cost and profitability of activities tied to campaigns, as well as customer, channel and product profitability.
- Revenue assurance and fraud management. Quickly identify situations leading to revenue leakage, whether due to billing and collections, network or fraud issues.

Network analysis

Improve your network performance through data driven optimization strategies. Senseta's predictive tools will allow you to provide a more pleasing customer experience. Our communications solutions include:

- Network capacity planning. Use statistical forecasting and detailed network data to more accurately plan capacity.

- Service assurance and optimization. Prevent network problems before they happen. Pinpoint under performing cells and nodes.
- Care analytics. Use structured and unstructured data for deeper customer and service performance insights. Optimize call center staffing and identify operational changes that could lower cost to serve while improving service quality.
- Targeted marketing. Offer the right services to the right customers in the right locations based on your actual network usage data.

Data analytics done with purpose

"Data has no agenda. It's incorruptible, it has no boss, it doesn't want to be promoted, and it doesn't quit."

Senseta's solid expertise on Hadoop, Solr, Spark and R tools will empower your organization to create timely insights with faster implementation than ever before. Our approach will extract the real value from all your data. Our tools and implementation capabilities include big data analytics solutions for:

- Customer management. Get a better understanding of customers and develop more targeted treatments to drive more effective marketing campaigns.
- Revenue optimization. Gain deeper insight into customer behavior so you can attract and retain customers, as well as reduce revenue leakage.
- Network and customer care. Improve network quality by easily identifying problems, quickly troubleshooting and fixing network issues fast.
- New business strategies. Develop and deliver new products and services that will generate new sources of revenue.

Customer profiles that lead to optimum monetization

Our tools will enable customer and location-specific campaigns that involve all your universes of data sources, including structured and unstructured. Customer profiles generated through Senseta's prediction tools will empower your organization to do:

- Location-based marketing. Develop specialized offers and promotions that are delivered to targeted customers via their mobile devices.
- Micro segmentation. Create highly detailed customer segments that you can use to send highly targeted, timely mobile messages.
- Real-time data analysis. Analyze real-time data streams from wireless subscribers so you can keep campaigns relevant and effective.