



Enhancing Customer Acquisition and Retention Efforts for the Largest Wireless Carrier in the U.S.

Cingular Wireless selected the MicroStrategy Business Intelligence Platform to enhance its sales and marketing efforts. Cingular Wireless is the largest wireless carrier in the United States, serving more than 50 million customers. Cingular, a joint venture between SBC Communications and BellSouth, has the largest digital voice and data network in the nation and the largest mobile-to-mobile community of any national wireless carrier.

Cingular Wireless sales and marketing analysts use MicroStrategy to analyze customer billing and churn information contained in a terabyte-sized Teradata data mart. MicroStrategy helps Cingular Wireless maximize the effectiveness of its customer acquisition and retention programs and minimize customer attrition. In addition, Cingular Wireless is building a new dashboard for its executive and marketing management that will convey critical at-a-glance intelligence on marketplace perception of Cingular. According to Cingular Wireless, such insight will help its employees fine-tune their marketing programs and make them more responsive to customer demand.

“We chose MicroStrategy for its undisputed leadership in the business intelligence industry, and in particular its ease of use, unparalleled scalability, and its robust analytical capabilities,” said Stephen Butler, Senior Director of Database Marketing at Cingular Wireless. “With MicroStrategy providing us greater insight into our customer retention efforts and marketing programs, we’ll be better able to provide the quality of service that our customers expect.”

“We’re honored that the largest wireless carrier in the United States, Cingular Wireless, has selected MicroStrategy to more effectively monitor, report, and analyze its customer information,” said MicroStrategy’s COO Sanju Bansal. “All of the top ten FORTUNE 500 telecommunications companies are MicroStrategy customers and use our products for applications such as customer profitability, cross-sell analysis, and sales force performance reporting.”

Cingular Wireless is the largest wireless carrier in the United States, serving more than 50 million customers. Cingular, a joint venture between SBC Communications and BellSouth, has the largest digital voice and data network in the nation and the largest mobile-to-mobile community of any national wireless carrier. Cingular is the only U.S. wireless carrier to offer RolloverSM, the wireless plan that lets customers keep their unused monthly minutes.



Stats

Database:

Teradata

Data Size:

1 TB

of Users:

100

Deployment Type:

Intranet

Applications

Executive Dashboard

Enterprise Reporting

Customer Analysis / CRM

Marketing Analysis

Campaign Management

Sales Analysis

Historical Analysis