

COMMUNICATIONS COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO CONTINUOUSLY IMPROVE THE PRODUCTS AND SERVICES THEY OFFER, WHILE REDUCING CUSTOMER CHURN AND IMPROVING CUSTOMER PROFITABILITY.

Eight of the top 10 global Communications companies rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

CUSTOMER ANALYSIS

- More accurately determine the lifetime value of customers by not only analyzing current contracts, but also by combining analysis of customer behavior, life events, contracts, and usage information
- Measure profitability by customer through the combination and analysis of customer data across all services in use

OPERATIONS & FINANCIAL ANALYSIS

- Improve revenue assurance by viewing billing and account information at a more granular level and analyzing outstanding payments, underpaid services, and other issues
- To improve analysis of customer base, measure financial results specific to a service offering by combining aggregate financial data with customer usage statistics of each service

SALES & MARKETING ANALYSIS

- Prevent churn by targeting the most profitable customers, as well as the customers most likely to leave, with promotions, offers, or personalized VIP services
- Target customers that are most likely to respond with offers that highlight a small, personalized subset of offerings, as opposed to the entire spectrum of offerings in the portfolio

PRODUCT ANALYSIS

- Combine services into bundles and price them effectively by analyzing and predicting effects of business and subscribers, based on historical trends of promotions and attrition
- Utilize customer statistics, especially demographics, billing history, and usage patterns, in the product development cycle to create services targeted directly to a specific customer segment

SERVICE & CALL CENTER ANALYSIS

- Improve customer trouble resolution by combining physical implementation data with customer account data to isolate and solve technical issues faster
- Improve the speed and accuracy of getting a newly developed service set up in provisioning and billing by simplifying the reports each time a service is developed
- Focus customer service improvements and training updates on the highest profitability services by analyzing the amount of customer service requests in comparison to the advent of new services or increased adoption by existing customers

CUSTOMER SUCCESSES

AT&T (CINGULAR WIRELESS)

- AT&T selected MicroStrategy for its ad hoc analysis capabilities. With MicroStrategy reports, marketing users can perform customer churn analysis using customer and financial data stored in a Teradata® data warehouse.
- AT&T utilizes MicroStrategy to track and analyze sales and marketing data to provide business users with greater insight into its customer acquisition and retention programs.



at&t

COX COMMUNICATIONS

- Cox Communications, Inc. uses MicroStrategy software to more efficiently identify sales prospects for Cox's Internet and Telecommunications services.
- To connect more businesses to its broadband networks, Cox's sales managers utilize MicroStrategy's platform to conduct sales assessments by geographical areas using a combination of Cox's databases and Dun & Bradstreet data.
- Cox's network data engineers tap MicroStrategy to evaluate Cox's networks to ascertain potential areas of expansion.



The MicroStrategy platform supports the technical needs of Communications customers:

- Communications companies who sell to thousands of customers across many channels often deploy analysis and reporting capabilities to far more users than most other companies, making it essential to have a BI platform that supports external users in addition to the requirements of internal users
- MicroStrategy is best suited to deal with the large volumes of call transaction data and complex customer-centric dimensional models that Communications companies tend to possess
- MicroStrategy's centralized administration and development of all BI applications allow for more resources to focus on building revenue and improving service delivery than building reports

8 OF THE TOP 10 GLOBAL COMMUNICATIONS COMPANIES RELY ON MICROSTRATEGY

"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."

— STEPHEN BUTLER, CINGULAR WIRELESS

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The OLAP Survey.

For the complete results visit:

<http://www.microstrategy.com/OLAP6Survey>

For a list of customers by industry, including Communications, visit:

<http://www.microstrategy.com/CustomerList>

MicroStrategy
Best In Business Intelligence®