



HOW TELECOMMUNICATIONS PROVIDERS USE ANALYTICS TO GET A COMPETITIVE EDGE



Telecommunications companies have highly informed customers who expect faster network speeds, reliable and secure data connections, and exceptional customer experience.

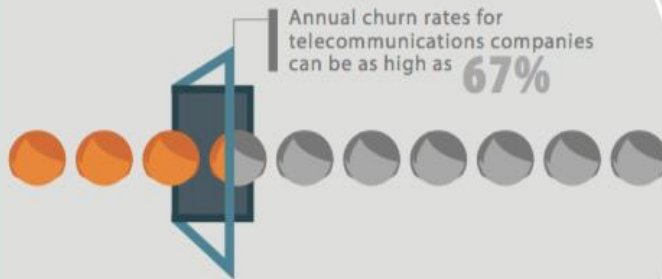
TASKS

PROBLEMS

SOLUTIONS



CHURN ANALYSIS



<http://www.dtmmarketing.com/2010/05/churn-reduction-in-the-telecom-industry/>

MicroStrategy provides telecom organizations with a 360-degree view of their customers. They can then coordinate sophisticated sales and marketing activities to improve the customer experience and reduce churn.



DIGITAL CUSTOMER LOYALTY BADGES



[http://www.comarch.pl/files_cjfile_7885/White paper Building Customer loyalty in the Telecom Market.pdf](http://www.comarch.pl/files_cjfile_7885/White%20paper%20Building%20Customer%20Loyalty%20in%20the%20Telecom%20Market.pdf)

MicroStrategy helps companies increase brand loyalty with a platform to market at the individual customer level. Organizations can deploy a dynamic loyalty card to gain greater customer insight, deliver location-based marketing, and construct a personalized strategy to increase customer satisfaction.



STORE PRODUCTIVITY



<http://www.walgreens.com/documents/10192/683364/Ch+Solid+Ground.pdf?96d32e-e0c-450d-97bb-8846017f1ed7>

MicroStrategy enables store managers to quickly access real-time data on sales, reps, and inventory. Information is used to evaluate productivity, benchmarking, buying trends, and promotional campaigns.



NETWORK ANALYSIS



http://www.sprint.com/~/media/White-Papers/Mobile/Sprint_Network_Reliability_Report.pdf

MicroStrategy provides a 360-degree view that enables users to identify problematic areas in the network and proactively deploy field staff to resolve them.



CAPACITY PLANNING



<http://www.gartner.com/newsroom/id/2733117>

MicroStrategy empowers telecom organizations to optimize capacity planning and service deployments. Users access advanced analytics and forecasting tools to leverage granular performance data with device, application, and usage data for greater precision in managing network upgrades.