



Connect Inc.

Living in a world where each move in the game of our life is determined by the communications we receive, Telecom Industry plays a vital role in shaping our information-centric world



# Considerations for Telecom Success

- Rapid technological change: Frequent advancements in telecommunications technology requires preparing for shorter and shorter upgrade cycles to bring the latest technology to the masses. For example, consider what the burgeoning reality of 5G will require, with new infrastructure necessary to truly alter the IoT.
- Changing consumer tastes: Consumers want the best of the best — the best smartphones, the best wireless devices, the best data packages and the best interconnected, convenient apps and features.
- Continual network expansion: increasing networks' capacities to handle more traffic, particularly due to today's demand for data in both developed and emerging markets.



# Milestones



## Collecting Databases

Collecting Different sources of Databases  
besides the one we already had

## Building Data warehouse

Integrating our multiply Databases in one big  
Destination

## Analysis

Observing Data with SQL , SSAS to get valuable  
information in the Telecom Industry

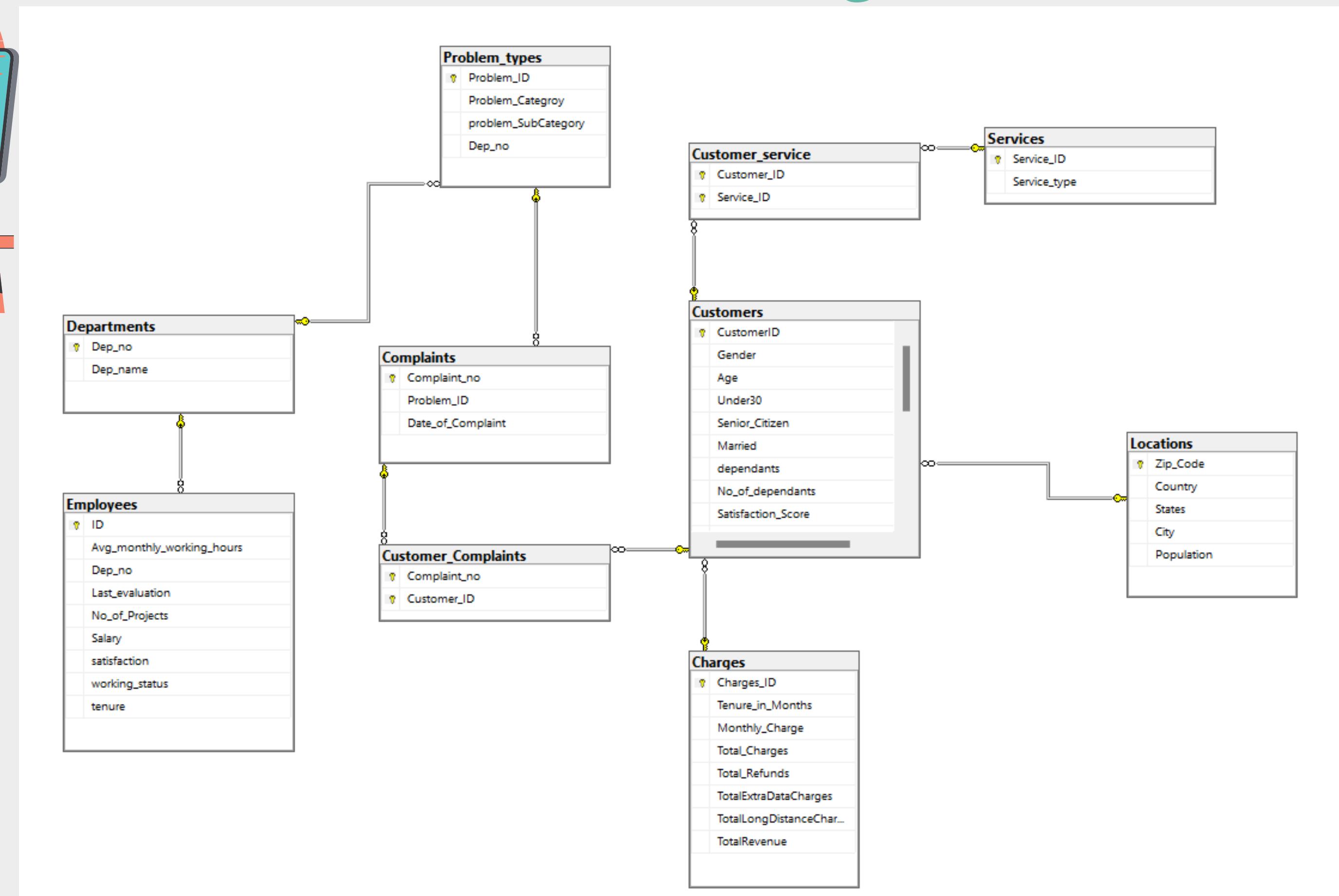
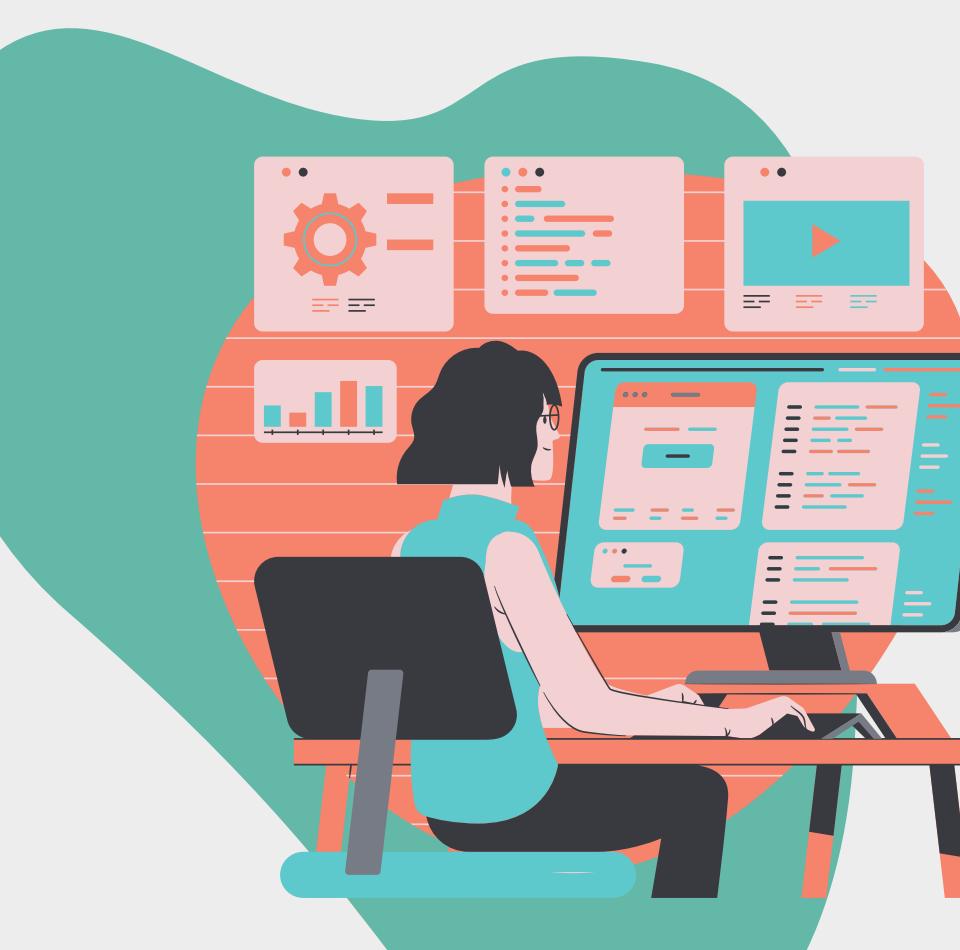
## Visualizations

Using PowerBI to simply & clearly visualize our  
insights

## Recommendations

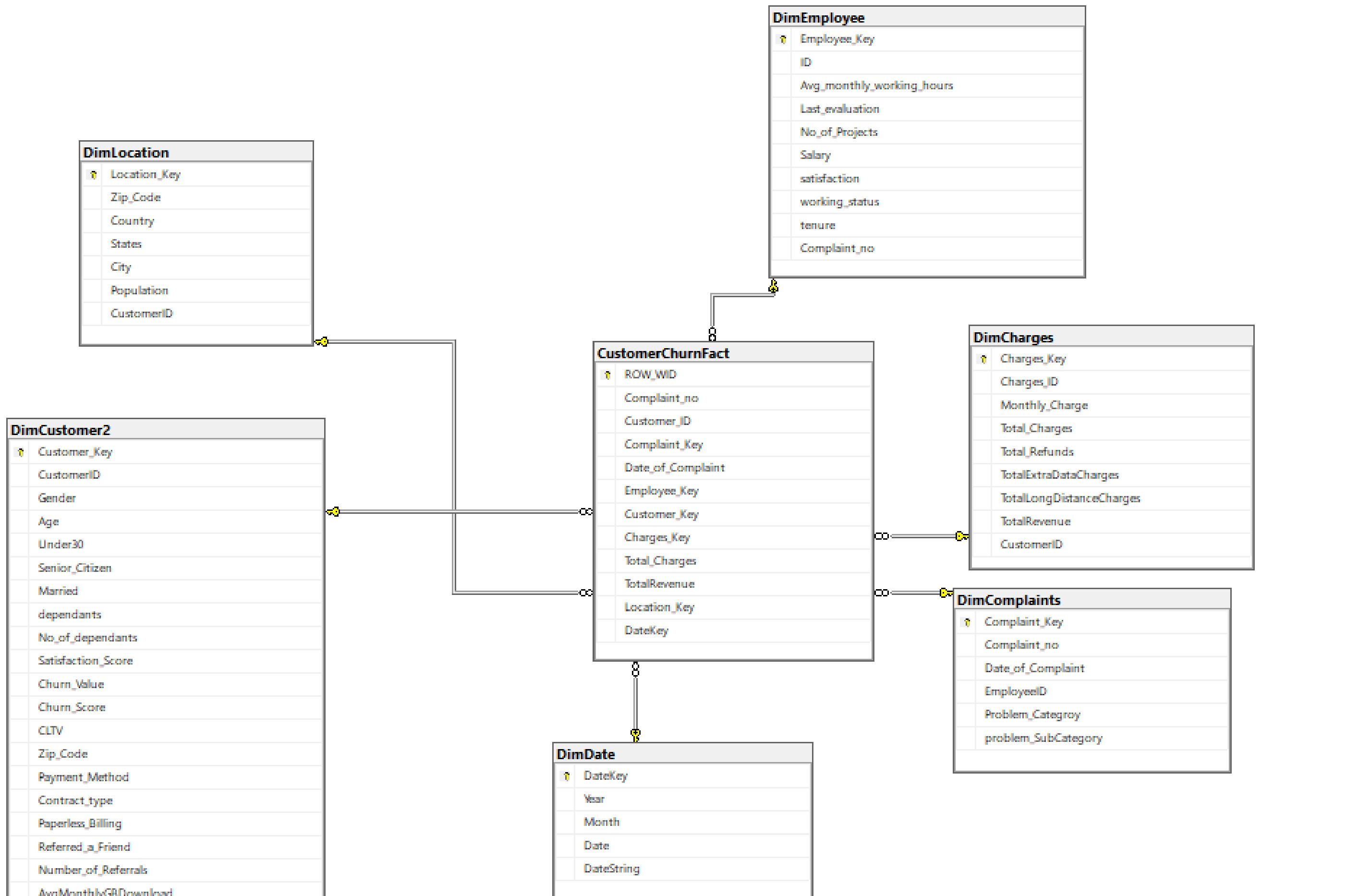
Presenting our recommendations for Business  
development to help Stakeholders take the best  
decision

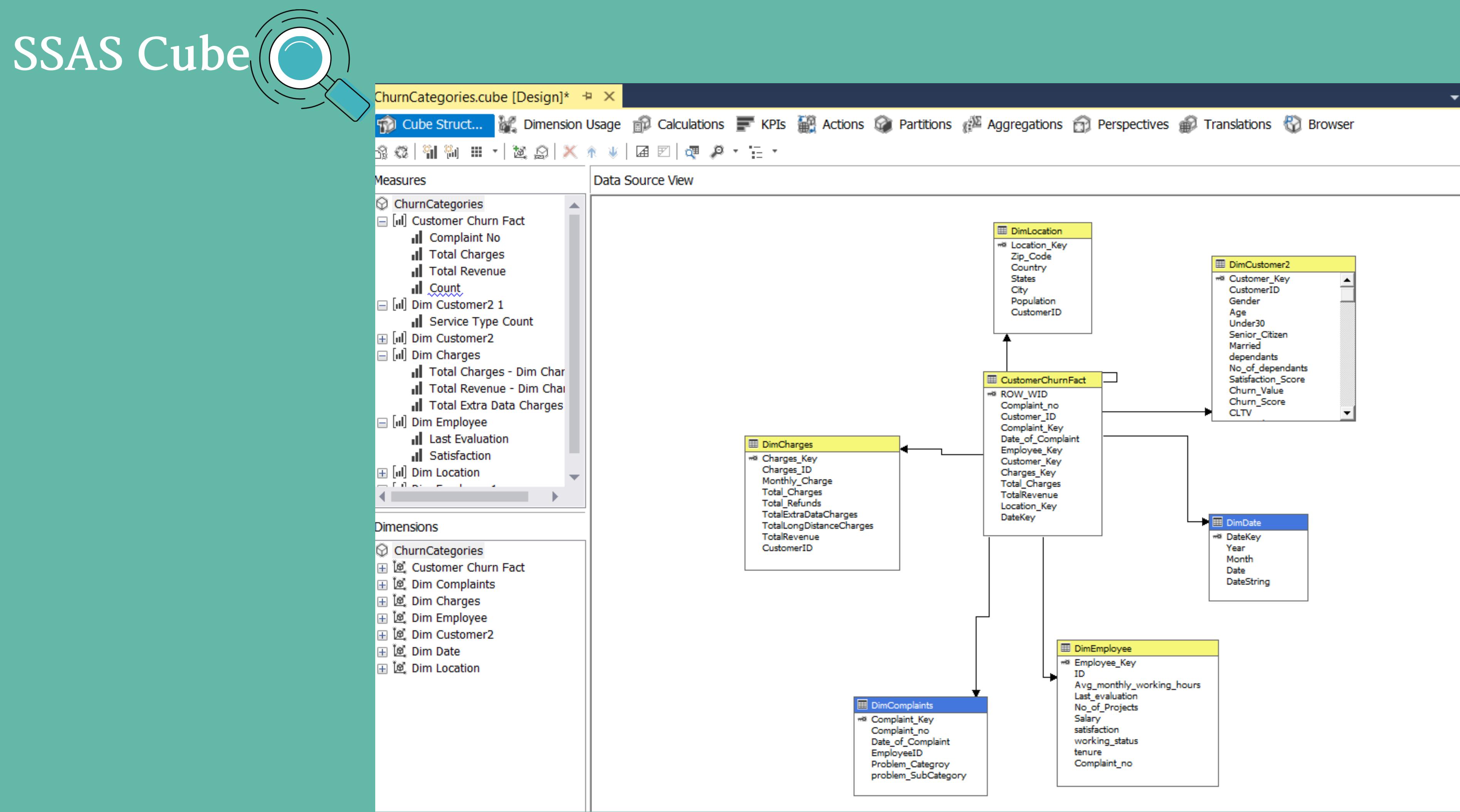
# Database Diagram



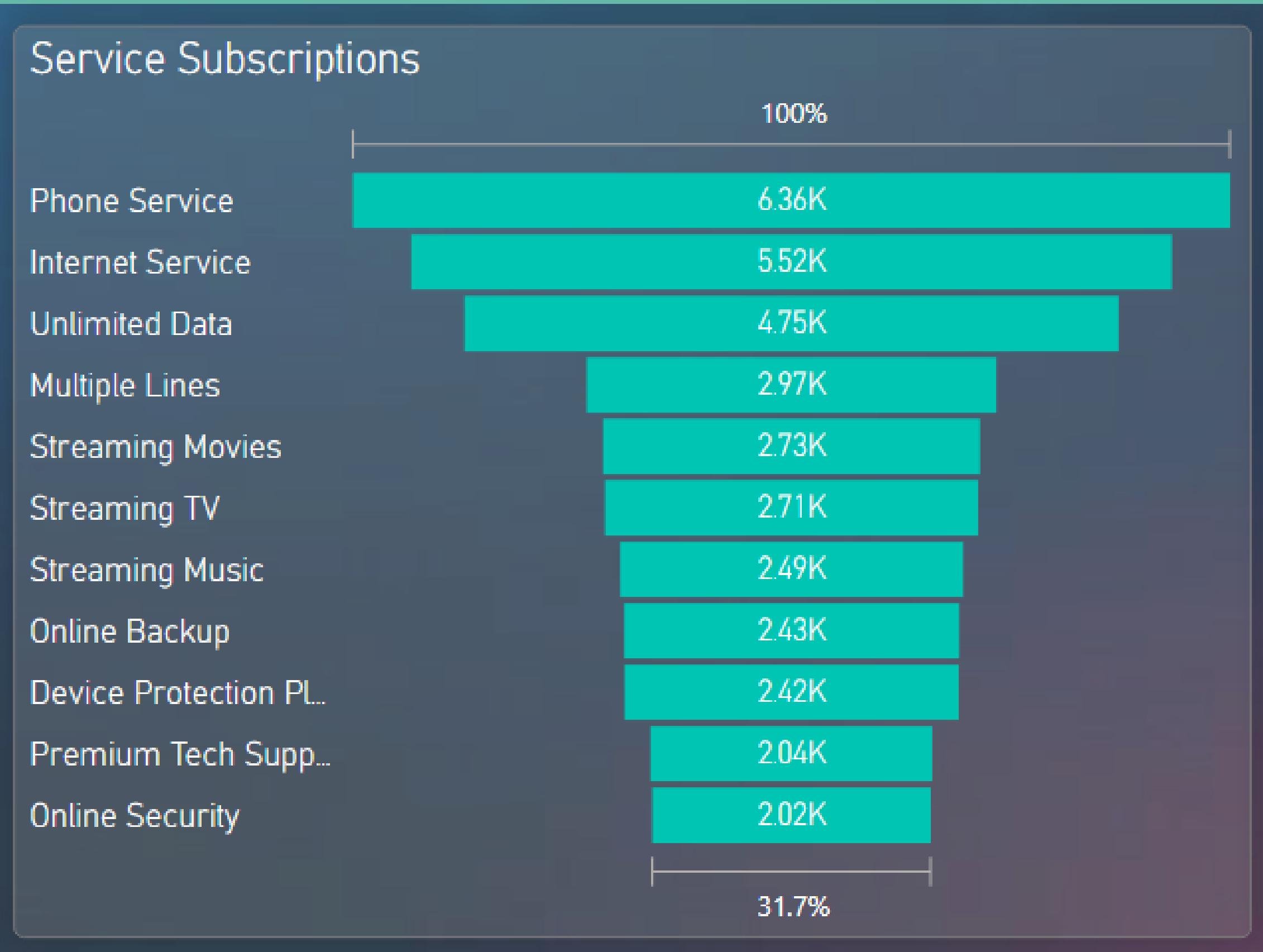
# Data Warehouse Diagram

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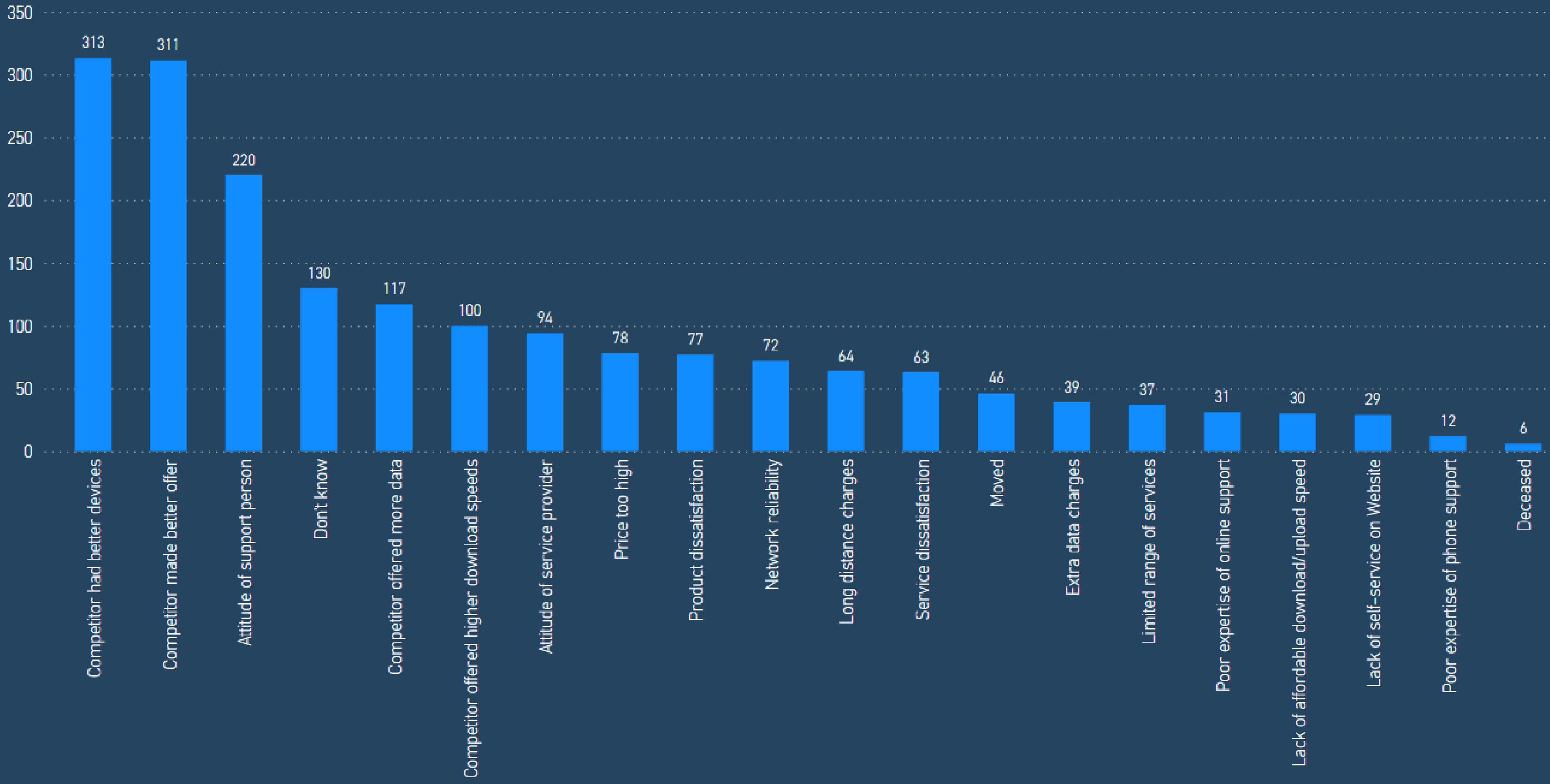


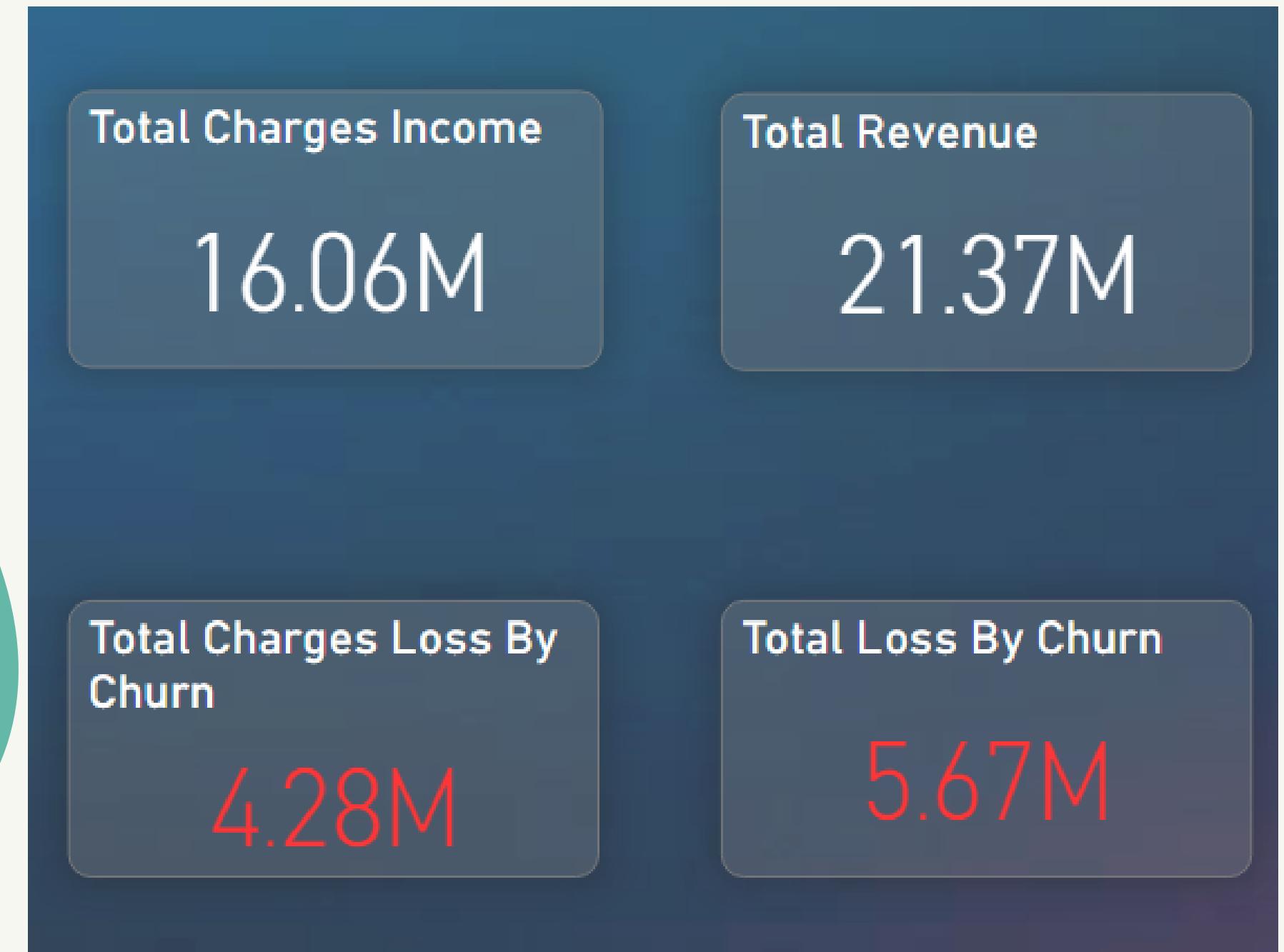


# The Services we offer



## Churn Reasons





# Recommendations

## 1. Understand Customer Expectations

The first step towards improving customer experience is to understand your customers and what they expect from you in terms of service.

Today's customer expects anytime, anywhere access. Due to the rapid changes brought in by the latest technologies, their requirement to get seamless accessibility has increased. They seek fast resolutions to their challenges so we recommend using surveys to collect proper direct data on customers' needs



# Recommendations

## 2. Deliver Omni Channel Engagement

The new-gen digitally savvy customers prefer to engage with service providers through multiple channels, at their whim. They may engage with customer support through live chat, post a tweet, send a voice message to the customer care, email their problems, or call up the support directly. All that depends on the most suitable option available to them at a particular time.

They expect round-the-clock support and consistent service across all touchpoints and channels of engagement.



# Recommendations



## 3. Extra charges

Unexpected rate hikes Businesses frequently cite receiving invoices for their standard service package, yet prices have suddenly jumped without any apparent warning so we recommend notifying customers' when any pricing updates occurs on their used services

## 4. Network Reliability

Increasing networks' capacities to handle more traffic, particularly due to today's demand for data plus having adequate network monitoring equipments to remain competitive in the telecom industry

# Recommendations

## 5. Attitude of support person & service provider

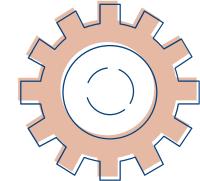
Continuous Employees' trainings must be provided for Employees' self development, deeper understanding of a customer's mindset and better communication skills to handle customers professionally

Promotions or awards should be given to high performance Employees for motivation



## 6. Competitors

As competitors were a main reason of our customers' churns, the next step is having a market analysis on the offers, bundles and marketing platforms they use to be aware of their capabilities and how to compete them.



## 7. Product Dissatisfaction

Raising the quality of services or products used by customers churned with this reasons by asking them questions on how they expect it to be offered.



## 8. Lack of services

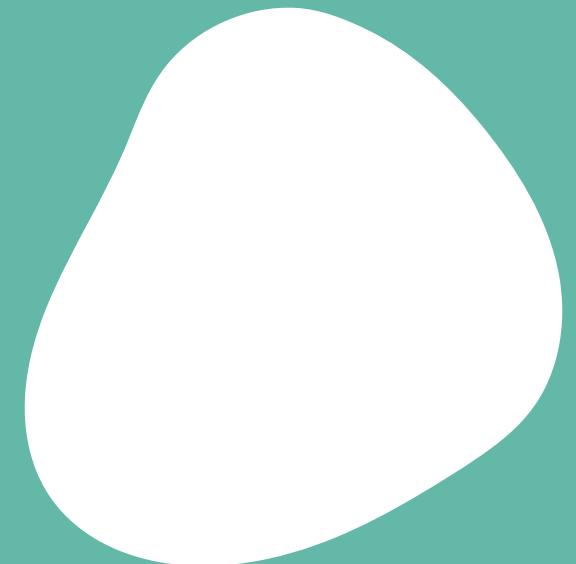
Increasing the range of services provided by our company & the sell-services on the website

# The Team

Afnan Mohamed



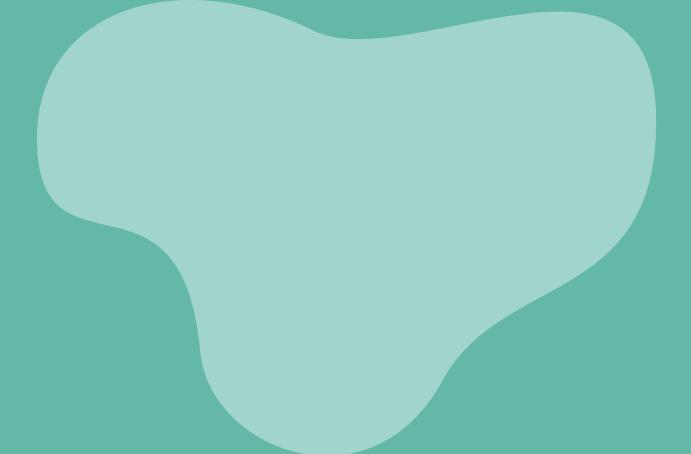
Hager Ahmed



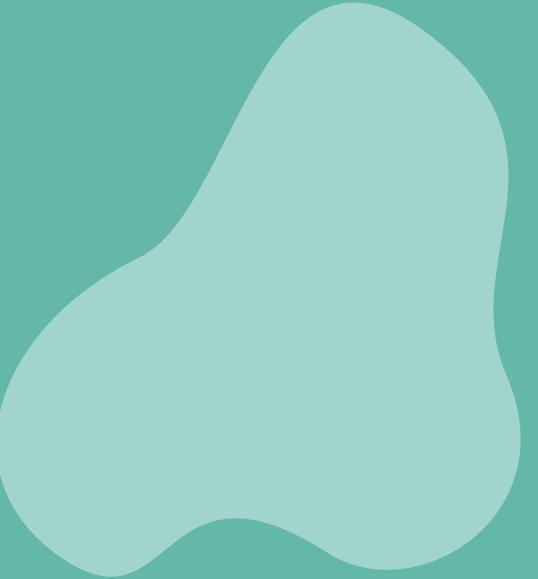
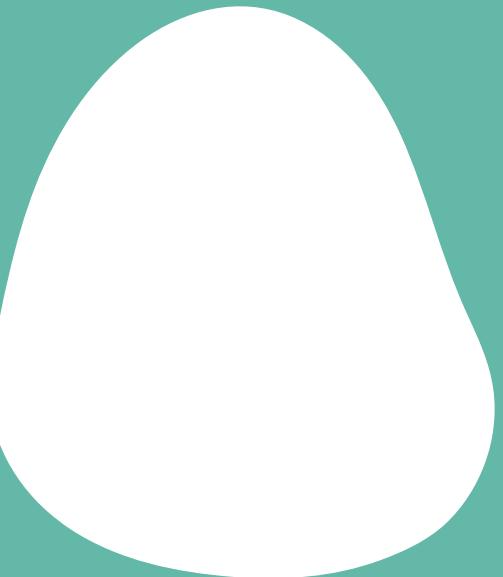
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Raaed Shokry



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