

SONAR Customer Analytics



PUTTING THE CUSTOMER FIRST IN THE TELCO ENTERPRISE

Communication Service Providers (CSPs) are battling for the hearts, minds and wallets of subscribers. Beyond faster networks, unlimited and metered plans, the rise of over the top providers (OTT), exclusive phones and content, today's telecom battleground focuses on differentiated and personalized experiences that deliver consistency, value and quality.

TEOCO delivers analytics solutions to optimize customer value. Indeed, Customer Analytics provide visibility across the whole customer experience by incorporating granular profitability, quality and behavioral data across all layers.

By using first hand, primary source data, **TEOCO's solutions ensure field-proven scalability against the diversity and dynamism of data sources and technologies.** TEOCO builds on its operational and business support systems capacities to power customer engagement strategies:

- Using TEOCO's margin assurance solution based on a **big data analytics** platform providing financial metrics for subscribers, accounts, and segments for current and historic activities
- Benefitting from the **near real time capacities** of the Service assurance and RAN optimization solutions to provide quality and location insight into network performance and faults

TEOCO's combination of geo-located subscriber-level activity and experience, cross-referenced with customer data, behaviors and preferences, allows customer experiences to be examined as they occur, and viewed in historic analytic context.

Visualize the Whole Customer Experience

Near Real-Time Quality Insights into Network Performance and Faults

Geo and Quality Intelligence of Customer's Behavior

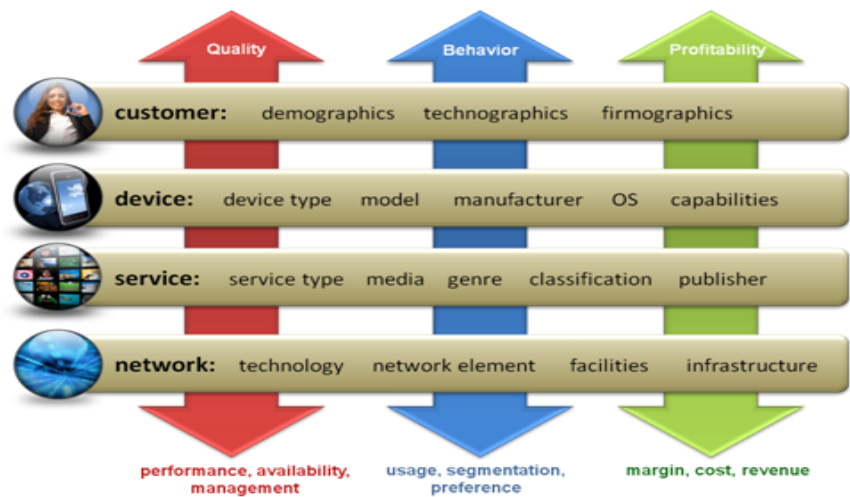
Looks Into Quality, Behavior and Profitability for Each Individual Subscribers



Customer Analytics Use Cases

Customer Analytics can be applied to multiple business areas based on detailed multi-dimensional analytics on customers, and the things that matter to them. Example areas include:

- **Subscriber Analytics:** Monitor per-subscriber behavior to understand service consumption and content preferences, including when, where, how much, and on what device, to paint a detailed picture of each subscriber's activity.
- **Predictive Location Advertising:** Use network information to understand each opted-in subscriber's Location DNA — the places frequented by subscribers at particular times — to create personalized mobile offers based on future location.
- **Small Cell Planning:** Analyze subscribers' mobile network experience at home, work and in transit to determine which subset of subscribers would most benefit from strategically located small cells to alleviate or correct frustrating network experiences.



TEOCO's Customer Analytics solution integrates customer-centric measures of quality, behavior and profitability to individual subscribers — including segments of customers based on demographics, behavior and preferences — and how devices, services and networks affect their experience.

Analytics across the Enterprise

Customer Analytics address the needs of departmental stakeholders and users across the enterprise:

- **Marketing Team:** Marketing teams must understand their customers to tailor offers or plan new services. Subscriber Analytics provide detailed profiles of individuals. Customer Segmentation aggregates this data to analyze multi-line accounts, similar segments by demographics or behavior, or segments such as rate plans, smart device users, and high-usage subscribers.
- **Network Team:** Associate network errors to affected subscribers; identify common errors for specific devices & products; quantify financial impact of network errors and outages
- **Finance Team:** Help line-of-business owners (e.g., third-party content, interconnect, roaming LOBs) and product managers measure and optimize revenues, cost and profitability of individual customers, partners, content, services and devices.

