

Customer Intelligence and Insights Solution for Communications

Digital Software & Solutions



Communications service providers (CSPs) contend with growing consumer expectations - the ability to share experiences in real-time via social media, customized products and services, and a unified experience across engagement channels. This entails significant investments in network infrastructure, even as revenues from traditional sources such as voice calls and landlines erode. With growing competition from non-traditional service providers and over-the-top players, and data service price wars, CSPs need to drive higher customer loyalty to sustain revenue.

Leveraging advanced analytics, our Customer Intelligence & Insights (CI&I) solution for Communications provides deep, cross-product insights into customers' usage patterns, service experience, and expectations. Our solution generates a 360-degree view of individual customers, enabling CSPs to offer more relevant, personalized services. Our CI&I solution for Communications can drive monetization of network data; with deeper understanding of customer behavior, CSPs can reduce churn, increase brand engagement, and maximize each customer's lifetime value.

Overview

In a market defined by increasing competition and high customer churn, CSPs must deliver an enhanced end-to-end customer experience. With customer purchase decisions increasingly influenced by online and social conversations, effectively engaging customers is key to enhancing loyalty. CSPs need to understand customers' specific needs and identify next best offers to convert cross sell and up sell opportunities. Additionally, success in the fiercely competitive communications industry mandates large network investments, necessitating improvement in operational efficiencies to reduce overhead.

Our CI&I solution for Communications addresses these challenges by assimilating multiple sources of data – including social channels and network data - to deliver analytics-driven insights into customer behavior. CI&I integrates loyalty management with social media platforms for better customer management and increased brand interaction. Our solution enables proactive customer lifecycle management, so you can influence customer engagement at every touch point. Insights from analyses of network usage enable you to offer more personalized and relevant services, identify next best offers, and drive more profitable product mixes and bundling. With predictive and prescriptive analytics on granular customer data, our solution identifies lead indicators for customer churn, enabling you to take remedial measures for customer retention.

Our Solution

CI&I for Communications is a fully integrated software analytics solution, based on the TCS **Data Induction Platform** that collects, filters, and analyzes customer information to generate comprehensive insights. The solution goes beyond predictive analytics to give you real-time, actionable recommendations. Our solution provides:

Comprehensive Analysis: Real-time analysis on unstructured and structured customer data from internal and external sources across multiple channels. Facilitates robust information management to collect, organize, cleanse, segment and analyze customer information.

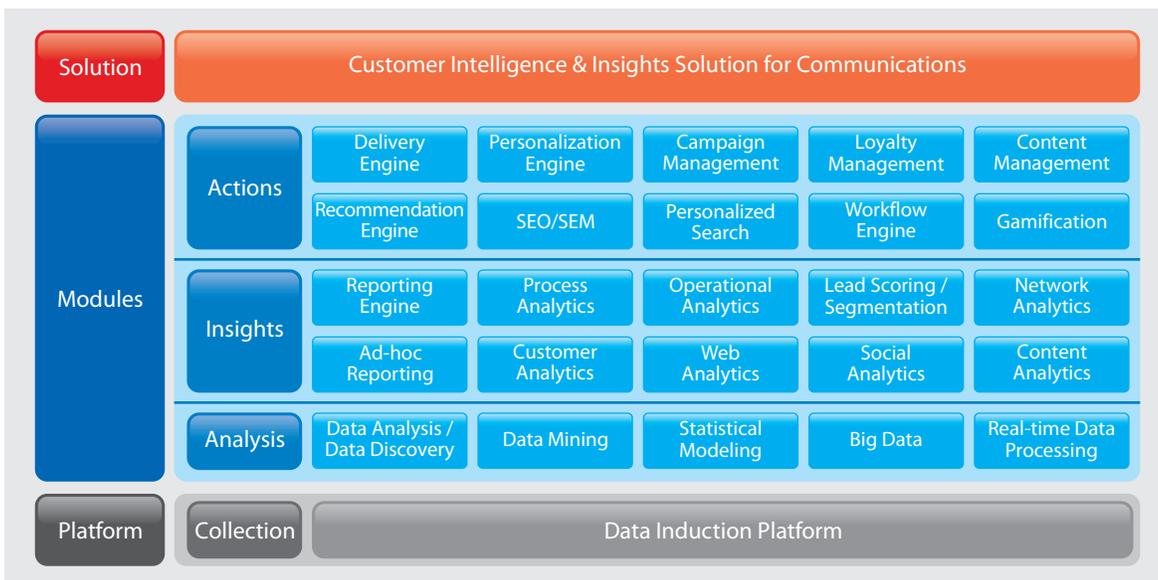
Deep Customer Insights: Cross-product insights into customer usage and sentiment analysis for brand, services, care channels, and offers. Leverages customer 360° analytics, Voice of Customer analytics social insights and digital marketing to drive up-sell and cross-sell. Supports 'segmentation of one', creating micro-segments to target each customer uniquely with more relevant services.

Network Analytics: Analysis of network usage data to personalize offerings and introduce relevant ones. Modules for network fault prediction and real-time network analysis to proactively identify problems.

Benefits

The predictive and prescriptive capabilities of our CI&I solution can help you to:

- **Improve overall customer experience:**
 - Personalize next best offers in real-time through event-triggered campaigns
 - Leverage network experience analytics to identify customers who are experiencing service issues
 - Drive customer retention via cross-channel loyalty programs
 - Increase online and social conversions
- **Monetize data and services:**
 - Use network data to offer more relevant services during their consumption
 - Drive monetization of content and better product bundling based on context



An Overview of TCS' Customer Intelligence & Insights solution for Communications

- Adopt dynamic pricing that promotes data usage and network utilization
- Identify new services by targeting micro segments
- **Lower operational costs:**
 - Enhance care center efficiency with enhanced knowledge of each customer
 - Streamline data management by eliminating data silos
 - Optimize ad spend by driving more targeted campaigns

The TCS Advantage

Our CI&I solution was developed specifically for CSPs, enriched by our industry expertise. With proven leadership in the analytics domain, we have designed a solution that differentiates itself in the following ways:

Tailored for CSPs: Our CI&I solution for Communications has built-in understanding of attributes specific to the communications industry, such as network data. It includes customer analytics models for fixed, wireless, and data services with integrated insights that improve the quality of the subscriber base.

Real-time personalization with direct recommendations: Our solution provides personalized, direct recommendations that leverage multiple types of customer interaction data. The solution's ability to process the large volumes of information from multiple sources helps generate actionable recommendations.

Integrated and Comprehensive Solution: Rather than providing only a technological foundation, or analytics around a specific functional area, CI&I is a fully integrated analytics solution. It comes with modules that address challenges unique to the communications industry. This can translate to accelerated time to value.

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Lower cost of ownership: Our solution architecture, flexible delivery options, and ease of integration with systems from other vendors, together can deliver a lower TCO. CSPs can add modular functionality to our solution.

How we help our customers

TCS works with many of the major communications service providers globally, leveraging industry expertise to solve major challenges faced by operators. A converged CSP in the Middle East wanted to monitor its entire brand offering portfolio at every point where its customers touched the business. TCS' solution provided analytics for over 70 Key Performance Indicators (KPIs) spanning network-related, branding and experience score indicators. Armed with this data, the client is now empowered to improve customer experience, customer satisfaction and loyalty, and financial impact.

A major provider in the UK needed a 360° of the customer across markets, product lines, channels and customers. TCS implemented a solution to capture and analyze data from a variety of sources, including customer information, usage, products, billing, orders, payments, interactions, services requests, campaigns, and more. The result - improved insight into and across contact centers with optimized call flow and lower transfer rates. The solution facilitated trend analysis and forecasting as well as channel and churn analysis that has helped increase customer satisfaction and retention.

About TCS' Digital Software & Solutions Group

With the rapidly growing influence of new digital technologies, embedding digital transformation in the company strategy has arisen as a key objective across industries. Recognizing this, TCS offers a comprehensive portfolio of software and solutions that helps enterprises leverage these emerging digital technologies to their fullest competitive advantage.

Developed by industry experts, our fully integrated licensed software and solutions are configured to address our clients' specific business pain points within their industry context. Our modular solutions help organizations more effectively respond to the rate of technology change and extend the influence of digital technologies to transform the business landscape.

As a result, our clients can attract and build lifelong relationships with their customers, even as they reduce operational costs across the customer experience and digital commerce cycle. With TCS as a strategic partner, enterprises are empowered to respond with agility to the changing digital environment, achieving certainty in an increasingly uncertain digital world.

Contact

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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