


The 360 Customer View & New Experience


CSPs' customers are willing to pay for a better experience – hungry for more personalization and proactivity. To deliver a holistic experience, CSPs need **three key data points.**

77% of telecom customers have no loyalty to their provider


31M telecoms customers churn annually in the U.S.



CRM



Mobile Device



Network

New Provider Experiences Unlocked Across Every Touchpoint

CONNECTIVITY

Plan adjustments fitted to the customer's data usage and app behavior patterns

Connectivity optimization between different regions of travel and data usage

PRODUCTS & SERVICES

Identifying naked broadband customers and offering tailored trade-ins for convergence

Tracking consumption patterns and cross-selling value added lifestyle products or services

CUSTOMER CARE

Predicting device issues before they become complex with a quick, self-serve resolution

Predicting churn risk through device signals and offering a well-timed upgrade

