LEVERAGE ALTAIR DATA ANALYTICS FOR OPTIMIZING PREVENTATIVE CHURN STRATEGIES

It's no industry secret that it costs less to retain existing customers than it does to acquire new ones. Loyal customers are much more likely to continue to subscribe to products and services in-suite, so a focus on improving customer retention can create significant impacts on profit for telco providers.

Did you know that 11% of customer churn could be avoided if you just reach out to your customer? Every year, telco service providers lose millions in avoidable customer switching, but it doesn't have to be that way! Communicating to the right client at the right time with the right offer can easily mitigate that cost. With Altair Data Analytics, data scientists and business analysts alike can access, blend and transform massive amounts of customer and network data into a workable asset for further analysis and development of client outreach strategies to prevent churn.

Data preparation comprises 80% of the work required to build a loyalty or retention campaign. With Altair Monarch™, the leading self-service data transformation tool for 30 years, telco providers can:

- Process significant influxes in new consumer call and network usage data
- Collate multiple sources of customer touch point data to create a 360° view of every individual client
- Improve efficiencies and automate repetitive, manual tasks in shared reporting on call and network data
- Identify the appropriate customer loyalty score by tracking behavioral patterns of key network promoters
- Blend and transform huge volumes of CDR and network usage data into a shared asset for optimizing customer retention and anti-churn analysis

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On an annual basis, US companies lose close to $136.8B a year of avoidable consumer switching. A simple reach out to customers with the right offer at the right time might mitigate some of this cost.

Suk Rakkar, Sr. Sales Director, Altair Data Analytics

With your data transformed, providers can focus on prioritizing retention efforts by determining which of your customers are most likely to churn. Predictive analytics and machine learning from Altair® Knowledge Studio®, formerly Angoss, allows providers to:

- Identify your promoters and most at-risk customers through anomalies and patterns in historical interaction activity
- Predict client problems in advance with speed and efficiency so you can plan for outreach before they defect
- Visualize the predictive variables that most impact churn through decision trees
- Leverage strategy trees to identify the customer segments most appropriate to target with the right offer to maximize ROI

To learn more about Altair Data Analytics, Monarch, and Knowledge Studio, please contact your account representative or visit **altair.com/data-analytics**

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