



TELECOM CROSS SELLING TO INCREASE LOYALTY, REVENUE

In a saturated market, telecom growth generally doesn't come from consumers moving from one provider to another, rather it comes from reducing churn and improving retention. Loyalty is highly influenced by customers searching for better priced plans and offers. For that reason, providers often respond by offering low-cost introductory plans to entice a customer to move over to their services, hoping that upon the plan renewal period the customer will not leave for another carrier.

There is tremendous opportunity for telco providers to grow Annual Revenue Per User (ARPU) through increased loyalty created by using personalized, ongoing and relevant cross-selling strategies. Altair Predictive Analytics and Machine Learning help communication providers create dynamic customer profiles and aid in applying relevant product and service treatments to these groups. Product cross-selling strategies that arise from industry knowledge as well as propensity models are driven by decision engines that leverage customer analytics that create a unified view of the customer, integrating network usage data across a variety of systems and channels. Knowing how a customer uses products over time or knowing when not to position a product to a customer based on a previous experience can refine cross-selling strategies that will lead to increased retention rates.

With or without significant experience in advanced analytics programming, telco data science teams can build predictive models that examine the strength of patterns and relationships in consumer data. Insight gained by using Altair's predictive analytics software to examine consumer buying and usage patterns allows wireless and cable providers to:

- Recognize which consumer trends will influence the propensity for one to accept a new product offering
- Create effective cross-selling campaigns based on predictive decision models that focus on the end-to-end customer lifecycle plan, which impacts loyalty, spend and customer service
- Develop marketing campaigns that include analysis of multiple distribution channels and their capability to respond to variable changes including spend and distribution capacity

Machine Learning



Predictive Analytics



Trends





Altair Data Analytics capabilities allow users to automate and repeat common data-based processes, using a rich visual interface for data scientists and data citizens alike to make more informed decisions on how to successfully increase revenue opportunities through cross-selling activities.

To learn more please visit altair.com/data-analytics

**Altair Predictive Analytics and Machine Learning
help communication providers create dynamic
customer profiles.**