

Data and Analytics: The silver bullet for telcos

"Personalization has a great scope in telecom but to realize the full potential, telcos need to lean on data and analytics to capture more value from churn reduction and cross-sell/upsell opportunities. A more granular view of the pivotal moments is required to identify ways to generate higher value during the customer lifecycle. But it is impossible with the more prevalent hypothesis-driven top-down approach of customer segmentation and classifies them based on pre-defined characteristics to create macrosegments. Telcos need to adopt an exploratory bottom-up approach that classifies customers into microsegments and uncovers variables to determine their behaviour."



Operators can increase revenues up to 10 percent, and customer satisfaction and engagement between 20 and 30 percent, by harnessing the full potential of analytics-driven CVM.

Mckinsey & Company

Read the article here: <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/unlocking-the-value-of-personalization-at-scale-for-operators>

How Pelatro is using data and analytics to create more value for their customers

Data-driven decisioning is at the core of Pelatro's mViva customer engagement hub

The segment shatter module helps telcos create micro-segments to run highly targeted campaigns. Traditional segmentation method uses 2 or 3 pre-defined attributes to analyze subscriber behaviours, but it cannot classify customers into distinct micro-segments. So, you will end up sending irrelevant offers or recommendations to subscribers.

The segment shatter module does micro-segmentation based on 10-15 key attributes and automatically create micro-segment based on AI/ML, hierarchical clustering, and neural networks. You can target these micro-segments with personalized offers rather than the one size fits all approach. This means higher offer uptake, better ARPU, increased CLV and better customer experience.



By understanding the behaviour of about to leave subscribers, you can know which of the current subscriber has higher propensity to leave the network. The segment shatter module will identify the micro-segments of these subscribers.

The segment shatter module helps to display the micro-segment's unidentified behaviours apart from using them for automatic segmentation.

This behavioural knowledge can in deciding on the retention offers. The mViva platform has the capability to automatically suggest offers for the micro-segments, which you may choose to promote based on the NBO or suggest offer technique.



Image: Output of the segment shatter module. You can see different micro-segments (color coded) broken down from a large segment. Based on this information, you can run personalized offers or use the ones suggested by mViva.