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## Highlights

- Analyze customer trends and patterns found in historical and current data
  - Drive new forms of competitive advantage by predicting customer value
  - Understand customers better through predictive analytics and behavioral/interaction analysis
  - Improve mobile service and customer satisfaction, offer incentives and reduce customer churn
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# IBM Customer Insight Solution for telecommunications

*Transform decision making with customer analytics*

The telecommunications industry has changed dramatically over the past few years, and traditional telecommunications companies are increasingly being challenged by diverse and rapidly evolving user wants and needs. In order to succeed, companies need to aggressively respond to competitive pressures, reduce customer churn, optimize product portfolios and become more relevant and personalized.

## Quickly find actionable insights in huge volumes of data

Smarter systems are capturing information about customers, which has the potential to differentiate service providers in their management of the customer. However, sifting through the detritus and extracting the relevant data, understanding the relationships in the data, and correlating the importance of the data with preferred business outcomes requires complex analytical processing in a business-aware context.

The IBM Customer Insight Solution for telecommunications can help your company examine the way your customers communicate, engage with services, make purchasing decisions and download applications. The solution can help you understand who is most likely to churn, why they are likely to change, what remedial action is most likely to help them change their mind, and what the best channel to communicate with them is. When integrated with existing business processes, the IBM Customer Insight Solution can help make your business smarter and more effective. Completing the cycle, decision or campaign analytics help you to understand the accuracy of your decisions, driving consistent improvement in the application of analytics.



## Timely, actionable customer intelligence

IBM helps provide telecommunications companies with significant insights about their consumers, enabling them to deeply understand consumer preferences and patterns. By leveraging information from every point of contact, you can proactively manage your customers based on their preferences and behavior. The solution helps with:

- Strategy—uses the customer management assessment (CMAT) process combined with asset-based segmentation techniques for better risk assessment, ROI forecasting and the identification of profitable customers.
- Data-driven personalization—has advanced analytic models integrated with a business rules engine to anticipate and react to individual customer preferences in near real time.
- Campaign management—lets you plan, optimize, execute and track Internet and multichannel marketing campaigns.
- Multichannel optimization—combines online and offline transaction data with campaign content data to build optimal contact strategies for each customer across virtually all marketing channels.

## Deep business intelligence for data-driven decisions

The IBM Customer Insight Solution can help telecommunications providers use data to predict business outcomes, spot trends as they emerge, improve customer service, drive customer value and reduce churn by building a better understanding of the customer. The result is an improved bottom line: reduced marketing costs, growth in revenue and new customers, and reduced risk of lost business.

IBM brings a vast array of assets and solutions to bear on each client engagement. Leveraging the skills of our research and software groups, and a broad and disparate partner ecosystem, IBM implements best-in-class solutions for telecommunications companies all over the world.

## For more information

To learn more about the IBM Customer Insight Solution for telecommunications, please contact your IBM representative or IBM Business Partner, or visit: [ibm.com/telecom](http://ibm.com/telecom)



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December 2009  
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