Improving the telecoms customer experience using BI solutions

Abstracts

Many telecoms service providers lack the ability to exploit the data and information they hold about their customers, products and other valuable assets. This data is invaluable in helping a service provider gain insights into customer churn, optimise the customer experience, understand market segments and speed up the development and delivery of services.

Implementing business intelligence (BI) solutions can help deliver these insights by integrating, analysing and exploiting the considerable amount of data that service providers have at their disposal to provide a sustainable, competitive edge in the market.

However, deploying BI technologies brings business and technical challenges. Considerations such as the level of business involvement and commitment, the number and types of users to be supported, total cost of ownership, data quality and integration, and requirements for data latency all impact how successful service providers are with their BI implementations. Overcoming these hurdles can bring enormous rewards for a service provider.

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