



# Customer Intelligence & Insights for Communications

Digital Software & Solutions Group



Communications service providers (CSPs) contend with growing consumer expectations - the ability to share experiences in real-time via social media, customized products and services, and a unified experience across engagement channels. This entails significant investments in network infrastructure, even as revenues from traditional sources such as voice calls and landlines erode. With growing competition from non-traditional service providers and over-the-top players, and data service price wars, CSPs need to drive higher customer loyalty to sustain revenue.

Leveraging advanced analytics, TCS Customer Intelligence & Insights (CI&I) for Communications provides deep, cross-product insights into customers' usage patterns, service experience, and expectations. CI&I for Communications generates a 360-degree view of individual customers, enabling CSPs to offer more relevant, personalized services. CI&I for Communications can drive monetization of network data; with deeper understanding of customer behavior, CSPs can reduce churn, increase brand engagement, and maximize each customer's lifetime value.

## Overview

In a market defined by increasing competition and high customer churn, CSPs must deliver an enhanced end-to-end customer experience. With customer purchase decisions increasingly influenced by online and social conversations, effectively engaging customers is key to enhancing loyalty. CSPs need to understand customers' specific needs and identify next best offers to convert cross sell and up sell opportunities. Additionally, success in the fiercely competitive communications industry mandates large network investments, necessitating improvement in operational efficiencies to reduce overhead.

CI&I for Communications addresses these challenges by assimilating multiple sources of data – including social channels and network data - to deliver analytics-driven insights into customer behavior. CI&I integrates loyalty management with social media platforms for better customer management and increased brand interaction. Our solution enables proactive customer lifecycle management, so you can influence customer engagement at every touch point.

Insights from analyses of network usage enable you to offer more personalized and relevant services, identify next best offers, and drive more profitable product mixes and bundling. With predictive and prescriptive analytics on granular customer data, our solution identifies lead indicators for customer churn, enabling you to take remedial measures for customer retention.

## Our Solution

CI&I for Communications is a fully integrated software analytics solution, based on a powerful platform that collects, filters, and analyzes customer information to generate comprehensive insights. The solution goes beyond predictive analytics to give you real-time, actionable recommendations. CI&I provides:

## Benefits

TCS CI&I can help you:



### Improve customer experience to drive loyalty and positive brand engagement

- Introduce powerful loyalty programs to retain valuable customers
- Provide call analytics to improve the customer care experience
- Identify causes of churn and retain customers with recommended remediation



### Attract new customers

- Drive online net adds and conversions through e-commerce analytics
- Optimize behavioural segmentation, content propensity, pricing, bundling and unbundling to drive new business

**Comprehensive Analysis:** Real-time analysis on unstructured and structured customer data from internal and external sources across multiple channels. Facilitates robust information management to collect, organize, cleanse, segment and analyze customer information.

**Deep Customer Insights:** Cross-product insights into customer usage and sentiment analysis for brand, services, care channels, and offers. Leverages customer 360° analytics, Voice of Customer analytics social insights and digital marketing to drive up-sell and cross-sell. Supports 'segmentation of one', creating micro-segments to target each customer uniquely with more relevant services.

**Network Analytics:** Analysis of network usage data to personalize offerings and introduce relevant ones. Modules for network fault prediction and real-time network analysis to proactively identify problems.

## The TCS Advantage

TCS CI&I Solution for Communications was developed specifically for CSPs. Only TCS offers:

**Industry solutions:** Our software has been created by industry experts who continuously scan the horizon for impending changes. Our industry specific development approach adopts the latest technologies and wisdom from TCS' world class R&D.

**Lower cost of ownership:** We create modular and integrated software and solutions to solve the real problems our clients face. Our revolutionary platform architecture allows you to purchase what you need today while enabling you to seamlessly grow into new capabilities to meet future needs.

**Simplified business and engagement models:** We offer flexible business models that adapt to how you want to buy software. Our rapid implementations deliver value within 30 days. Published pricing helps avoid lengthy negotiations and our enterprise software is downloadable from the web.

**World class innovation:** Unencumbered with years of legacy code, we bring state of the art technology to our solutions that meet requirements such as real-time, prescriptive analytics, and open source.

**Experience Certainty commitment:** Our corporate culture is one of superior delivery and customer certainty. Our consulting clients know the quality of our work, and now, companies can get that same level of quality, speed and certainty with our already configured software and solutions.

## How we help our customers

TCS works with many of the major communications service providers globally, leveraging industry expertise to solve major challenges faced by operators. A converged CSP in the Middle East wanted to monitor its entire brand offering portfolio at every point where its customers touched the business. TCS' solution provided analytics for over 70 Key Performance Indicators (KPIs) spanning network-related, branding and experience score indicators. Armed with this data, the client is now empowered to improve customer experience, customer satisfaction and loyalty, and financial impact.

A major provider in the UK needed a 360° of the customer across markets, product lines, channels and customers. TCS implemented a solution to capture and analyze data from a variety of sources, including customer information, usage, products, billing, orders, payments, interactions, services requests, campaigns, and more. The result - improved insight into and across contact centers with optimized call flow and lower transfer rates. The solution facilitated trend analysis and forecasting as well as channel and churn analysis that has helped increase customer satisfaction and retention.



### Maximize customer lifetime value

- Increase wallet share through household value analysis, content bundle propensity, and customer-centric pricing strategies
- Increase cross-sell and up-sell effectiveness through event triggered offers and real time campaigns



### Lower operational costs

- Reduce Call Center Service costs with performance analytics
- Streamline data management by eliminating data silos
- Optimize ad spend by driving more targeted campaigns

## Awards & Recognition

---



### About TCS Digital Software & Solutions Group

TCS Digital Software & Solutions Group delivers on the promise of Connected Consumer Intelligence™. Our experience working with the world's most successful enterprises drives the development of integrated software that helps them meet the higher expectations of today's wired consumers and citizens. With TCS DS&S Group software, organizations can design experiences that logically connect every touch point of the consumer's digital and physical journey.

To learn more:

Visit : [dss.tcs.com](https://dss.tcs.com)

Email: [tcs.dssg@tcs.com](mailto:tcs.dssg@tcs.com)

Blog: [Catering to the Connected Consumer](#)

### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](https://www.tcs.com)

IT Services  
Business Solutions  
Consulting