



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. As revenue erodes from traditional voice calls and landlines, and new competition emerges from over-the-top and streaming services, CSPs need to deliver hyper-personalized experiences to drive customer loyalty and sustain revenues.

Leveraging advanced analytics, TCS Customer Intelligence & Insights (CI&I) for Communications provides deep, cross-product insights into customers' usage patterns, content preferences, service experience and expectations. CI&I for Communications analyzes across customer, network and operations data enabling CSPs to understand drivers of customer satisfaction, optimize and personalize service and content offerings, analyze product usage and network experience and improve targeting for product and service and content offerings.

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 actions, offers, and content recommendations to convert cross sell and up sell opportunities.

Success in the fiercely competitive communications industry mandates large network investments, necessitating improvement in operational efficiencies to reduce overhead. CSPs must avoid complex bespoke data insights solutions and instead seek flexible, low-code enterprise insights platforms that unify data management initiatives and provide timely insights into customers, operations, and products.

Our Solution

CI&I for Communications addresses these challenges by assimilating multiple sources of data – including customer, product usage, network performance and more - to deliver analytics-driven insights into customer behavior, preferences and experience across products, content and networks. Our solution enables proactive customer life-cycle management, so you can influence customer engagement at every touch point.

Insights from analyses of network usage, customer data, product usage, content consumption and ratings enable CSPs to enhance the subscriber network experience, identify next best offers, recommend personalized content and drive more profitable product mixes and bundling. With predictive and prescriptive analytics on granular customer data, CI&I for Communications identifies lead indicators for customer churn, enabling you to take remedial measures for customer retention. Furthermore, the solution identifies key customer personas and lets you build dynamic customer segments to improve targeting of campaigns.

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.

Customer Analytics: CI&I for Communications includes pre-built analytics use cases. Customer 360 provides customer insights across products and transactions and drives cross sell and upsell opportunities. The Customer Experience functionality provides experience insights across customer life cycle stages for creating experience-led differentiation for lower churn & improved profitability.

Dynamic Customer Segmentation delivers self-serve filtering capability for stratification of customers to generate targeted customer lists. Digital Personas are an intuitive, step wise, Machine Learning based, data driven approach to discover enterprise-wide Customer "Personas" by leveraging customers' demographics, usage and interactions to improve selling opportunities.

Content Recommendations: Provide Personalized "Top Trending" and "Recommendations for You" recommendations to anonymous and logged in customers to increase customer engagement through improved targeting.

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: Correlate Network Quality of Service to subscribers and take targeted measures to improve their network experience. Reduce network driven churn by identifying impacted customers and problematic network elements.

Product Usage Analytics: Improve product performance by analyzing usage patterns to identify latent demand and selling opportunities. Improve portfolio profitability by identifying lead and lag products for rationalization.



Our Solution

Continued:

CI&I Communications Platform: Low-code integrated data management platform to quickly and easily prepare and deploy custom use cases on the integrated communications data lake with integrated CI&I Communications data model.

Leverage the platform to incorporate partner-based offerings. Deploy multiple use cases on a single platform to optimize the infrastructure utilization and reduce TCO.

Multilingual enhancements meet regional needs with UTF-8 support for users to access the application in their preferred language. A common drag & drop Data Pipeline Canvas simplifies real time and batch data processing.

The TCS Advantage

TCS' CI&I for Communications delivers unique value through:

- **Domain and Industry Experience:** TCS' broad and deep domain expertise in big data, customer analytics, and IoT as well as broad industry expertise on a global scale.
- **Partner Ecosystem:** The TCS network of partners includes business software providers, niche technology developers, and platform and IT infrastructure vendors. Our dedicated partner management, field alliance, business solutions, and infrastructure architect teams nurture relationships to drive efficiencies and predictable outcomes as our customers adopt Cloud, Automation and Agile.
- **Global Reach:** Tata Consultancy Services is a trusted global IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match.

Benefits

TCS CI&I for Communications can help you:



Improve customer experience

- Hyper-personalize the customer experience with custom offers and targeted content
- Provide call analytics to improve the customer care experience
- Identify causes of churn and retain customers with recommended remediation



Maximize customer lifetime value

- Increase wallet share through household value analysis, content bundle propensity, and customer-centric pricing strategies
- Provide Personalized "Top Trending" and "Recommendations for You" recommendations to anonymous and logged in customers to increase consumption of content and drive loyalty



Attract new customers

- Deliver customer 360 views, digital personas and dynamic customer segmentation to the business
- Optimize behavioral segmentation, content propensity, pricing, bundling and unbundling to drive new business



Lower operational costs

- Unify all your data and analytics initiatives on a single platform
- 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:

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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.

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