



## CRM ANALYTICS

# Intelligent solutions for the telecommunications industry

CRM Analytics lets you intelligently manage customer interactions and sustainably improve key figures in sales, marketing and customer service.

The digital transformation has permanently changed communication between telecommunications providers and their customers. In the past, customer contact and service were mainly carried out through shops, service centers or conventional mail. In addition, telecommunications companies often use a variety of different and independent IT infrastructures that make it impossible to systematically use existing customer data and communicate with customers individually.

Today, however, customers not only expect to be addressed personally but also to get excellent and individual service regardless of situation or location. Successful Internet companies are already focusing on this point using intelligent analytics solutions to offer their customers a highly personalized user experience across different channels and touchpoints. The focus here is on the ongoing digitization of processes and the use of available data. To be able to place relevant and useful offers in the increasingly digital world, telecommunications companies must learn as much as possible about the needs, intentions and preferences of their customers.

### CRM Analytics Solutions

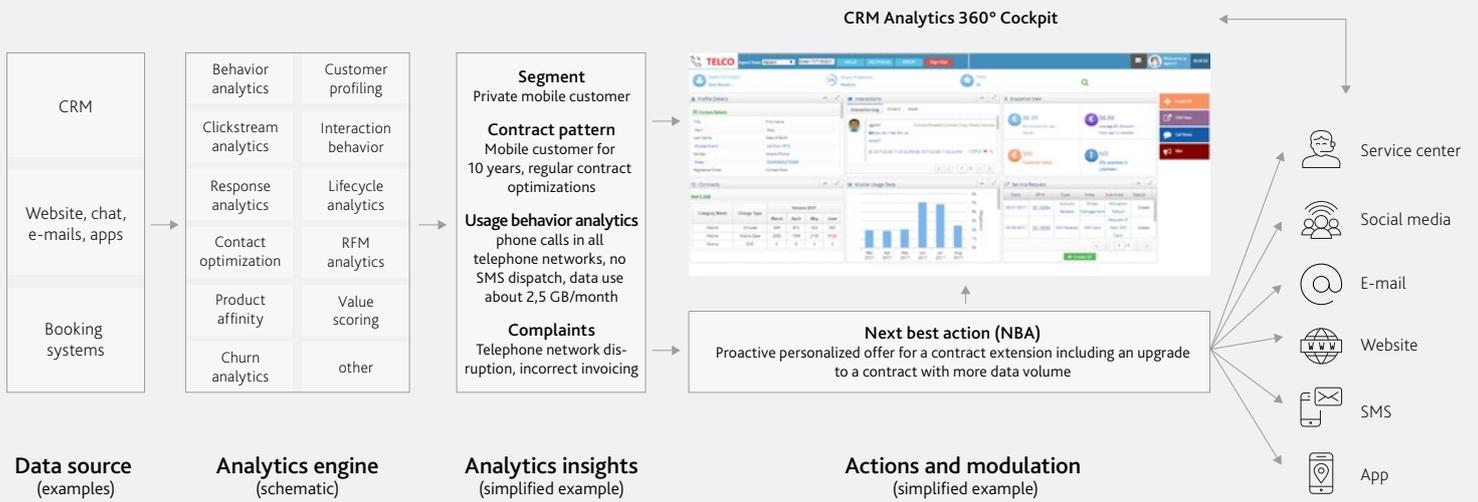
With analytics solutions from Arvato CRM Solutions, telecommunications companies can use available data to intelligently manage their customer interactions. In the process, they can choose: The database can be updated at regular intervals, such as daily or hourly. It is also possible to work on a constantly updated database in real time, i.e. customer-specific actions can be taken during online shopping.

The following scenarios demonstrate the advantages of CRM Analytics in practice. ↘

## CRM ANALYTICS IN THE TELECOMMUNICATIONS INDUSTRY

- All customer interactions can be optimally managed with the help of relevant contextual information
- All relevant data, information and interactions throughout the entire customer lifecycle can be continuously viewed with a 360° cockpit and used for customer interactions
- Relevant communication channels (telephone, website, email, chat, video, etc.) can be optimally integrated and used
- Inbound daily business as well as outbound and inbound campaigns are strategically linked to digital channels and/or print media via the service center and thereby increase customer value
- Technical customer service can be used and controlled intelligently in order to achieve the highest possible customer satisfaction (e.g. intelligent routing to the right touchpoint, optimized management of service technicians for on-site appointments)

## CRM Analytics for customer service in the service center (simplified process scheme)



### Example scenario: Analytics for inbound telephony in customer service

The customer service representative needs all relevant information at a glance to be able to manage the customer dialogue in a targeted way. Instead of switching back and forth between different systems, the CRM Analytics 360° Cockpit allows the customer service representative to control the customer conversation with a single user interface.

In real time, the CRM Analytics 360° Cockpit provides

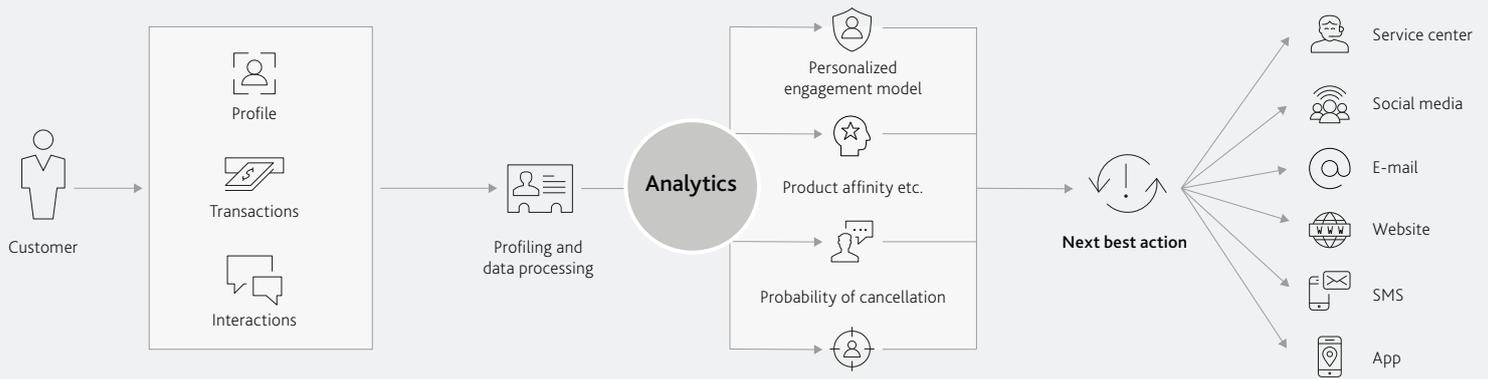
- all relevant information about the customer (e.g. master data, contact history)
- insights gained through CRM Analytics (e.g. preferences, contract usage behavior)
- next best actions (NBAs: suggested decisions) generated by CRM analytics

This means the customer service representative immediately has all relevant information about the customer "on screen" at the beginning of the dialogue and can use this information for sales activities during the dialogue. Next best actions such as cross-selling offers are individually tailored to each customer's living situation, lifestyle and needs. The consultant can also carry out actions directly from the cockpit and, for example, send an offer that has been discussed in a dialogue by e-mail. There are additional gains in efficiency since the consultant no longer needs different systems and user interfaces. ↘

### ALL PROCESS STEPS RUN EFFICIENTLY AND QUICKLY:

- Customer validation upon acceptance of the phone call
- No need to retrieve customer information as the 360° cockpit automatically compiles all relevant information
- Processing of customer requests such as general inquiries and information changes and answers to questions on customer account, customer center, master data; advice and information on contracts and end devices; bookings of additional services such as data volume or international tariffs; technical service, arranging on-site appointments; queries about hardware purchases; shipment tracking; complaints
- Use of the telephone call for cross- and up-selling activities
- Management of actions following the customer dialogue via relevant channels, e.g. offer by e-mail, confirmation by SMS, replacement device delivery

## Using analytics to control the customer lifecycle management (simplified process diagram)



### Example scenario: Outbound campaigns for sales and marketing

With our analytics solutions we manage comprehensive campaigns across all channels. Thereby, we intelligently combine and use the appropriate digital and analog channels for each customer – whether via the service center, the website or by e-mail and conventional mail.

CRM Analytics enables modern, data-driven decision making at every point of customer communication and contact.

Customer profiles are created in real time on the basis of individual customer profile, transaction and interaction data. Those profiles continuously show the current customer status (360° view, see example scenario: inbound telephony in customer service) – for the customer service representative as well as for the campaign manager in sales and marketing.

Through data processing and the use of analytics, personalized next best actions such as individual cross- and up-sell offers, vouchers and faster and more proactive troubleshooting and communication of faults are made possible throughout the entire customer lifecycle. These can be controlled via all inbound and outbound campaigns and relevant channels. We use machine learning and other modern data science methods (augmented analytics) for this. Statistical models or analyses the client already has can also be integrated. ↘

## ANALYTICS IN CUSTOMER LIFECYCLE MANAGEMENT

Provision of usable customer insights instead of pure customer data:

- Identification of the right customers: focus on customers with the greatest development potential
- Identification of the right touchpoints: focus on communication channels and media that have the greatest impact on customer loyalty in the customer lifecycle
- Identification of the right investments: focus on analytics to improve the customer experience



### Data integration and use

When implementing our analytics solutions, we rely on existing processes and IT infrastructures. The relevant data is read out from the source systems and/or data warehouses by an intelligent data integration layer and prepared for the analytics calculations. We ensure quick implementation and also take responsibility for the operation and maintenance of our solutions. In addition, we support you in complying with the applicable legal regulations.

### Summary

Using CRM Analytics from Arvato, companies can systematically analyze and leverage existing customer interaction data. This makes it possible to use strategic key figures to manage the customer journey throughout the entire customer lifecycle. Moreover, we optimize the customer experience by tailoring all offers and guidance from customer service to the individual needs of our customers on the basis of analytics methods and in real time.

[Any further questions? Please get in touch with us.](#)

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.

## OUR EXPERTISE, YOUR BENEFITS

Using CRM Analytics, telecommunications companies improve important key figures:

- Customer value
- Revenue and contribution margin per customer
- Number and value of contracts
- Average handling time, first contact resolution
- Sales costs per customer acquisition
- Marketing costs per customer acquisition
- Cancellation rate/customer churn/customer satisfaction