

INSYS GROUP CASE STUDY: Telco Behavior Targeting



INSYS Specialized Skillsets

Data Analytics
Program Management
Statistical Modeling
Management Reporting

Introduction

Telecommunications is undergoing an enormous transformation—voice and data networks are converging, customers have an insatiable demand for increased broadband capacity, and competition is more cut-throat than ever. Momentum around core telecommunications businesses—as well as innovation around non-traditional business models—present both new challenges and growth opportunities. What strategies should telecom providers adopt to secure success and growth in the years to come? The answer lies in data.

It should come as no surprise that with access to vast data sets, telecom companies are emerging as major proponents of “big data.” Big data technologies, and in particular their analytics capabilities, offer a multitude of benefits. They can lead to improving the subscriber experience, building and maintaining smarter networks, reducing customer churn and generating new revenue streams.

Business Challenges

Our client, a multinational telecommunications corporation, was facing increased competition from tier 2 service providers. This was leading to increased customer churn levels and decreased operating margins. In order to counteract these market forces, the company wanted to implement a behavioral targeting platform.

Not having a lot of experience in deploying “big data” solutions, the client was also struggling with knowledge gaps across several critical skill areas, including program management, architecture and design, statistical modeling, and operational deployment.

Solution

INSYS Group was engaged by the firm to develop and deploy the behavioral targeting platform. By ingesting information from multiple internal and external data sources, the targeting platform would be able to predict consumer behavior in given scenarios and use cases, including sales and proactive customer care.

During the onset of the engagement, INSYS Group quickly established a Program Management Office to establish a governance infrastructure for the overall project, along with a plan to ensure seamless integration into business operations.

In addition, the firm provided architecture and design consulting services as well as teams to assist in analyzing and obtaining information from a wide-array of complex data sources—including fielding a specialized team of analytical modelers to develop the complex behavior and propensity models applied to approximately 120 million consumers. These actions resulted in deployment of the behavioral targeting platform significantly ahead of schedule and below budget.

Benefits

Utilization of the behavioral targeting platform allowed the company to improve direct and on-line sales and reduce churn by aligning product offerings to specific behavioral traits and propensity scores. This use case alone exceeded the program ROI by over 200 percent within the first year, generating over \$90M in additional sales. At the same time it significantly reduced customer churn.

In addition, these success metrics gave rise to the development and deployment of a call center volume reduction use case. By using behavioral analysis to predict and deflect call center activity, the company's overall call center costs and volume have been decreased by over 5 percent, resulting in a significant reduction in operational costs.

Why INSYS Group

At INSYS Group, we pioneered the approach of analyzing data in ways that create meaningful, actionable insights. We do this with a team whose skills span every aspect of the data challenge—technology, infrastructure, data management, analytics, interpretation, visualization, and presentation—all combined with industry-specific expertise that allows us to put a customer's analysis in the right context. We understand both the demands of telecommunications, as well as its data requirements, and how to get the most value from them.

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