Microsoft

Customer Journey Analytics

More pressure is being placed on marketing to drive activities that accelerate sales.

In today's customer-centric world, telcos are increasingly using customer experience to stand out from competitors and increase customer satisfaction. Understanding the needs of individual customer journeys enables telcos to provide useful insights and relevant offers, and engage subscribers in natural, highly personal, and innovative ways. Microsoft customer journey analytics solutions are helping telcos deliver more value to subscribers and generate higher revenues through better customer experiences.
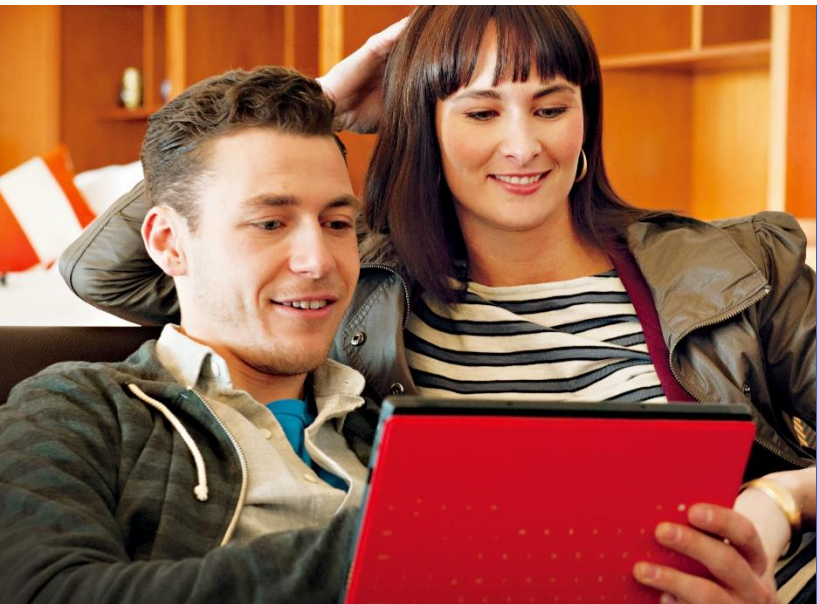
An optimal customer journey analytics solution helps improve customer experiences, reduce churn, and identify new revenue streams. By breaking down data silos and employing powerful, advanced analytics capabilities, telcos are able to better understand and predict customer needs, take advantage of new market opportunities faster, and break down the walls of the traditional workplace.

Improve customer interactions with consistent customer information

Deliver a personalized, contextual customer experience across all touch points with well-timed, conversational, and personalized offers, support, and experiences that encourage response and establish a relationship. The Microsoft customer journey analytics solution helps provide the tools needed to measure and analyze customer journeys, enabling telcos to positively influence the overall journey and satisfaction of the customer.

Unify all of your data by breaking down data silos

Telcos already collect a majority of the data required for a customer journey analytics solution. To power personalized, connected customer experiences, telcos need to be able to easily integrate data from different sources, cutting across customer history, usage, preferences, and social activity. Powered by Microsoft Azure, Cortana Intelligence Suite breaks down data silos, providing dynamic, real-time access to data.

Customer journey analytics solutions help improve the customer experience and business decisions by integrating data from across the organization to provide just-in-time insight into customer behavior at the right time, in the right place, with the right information.

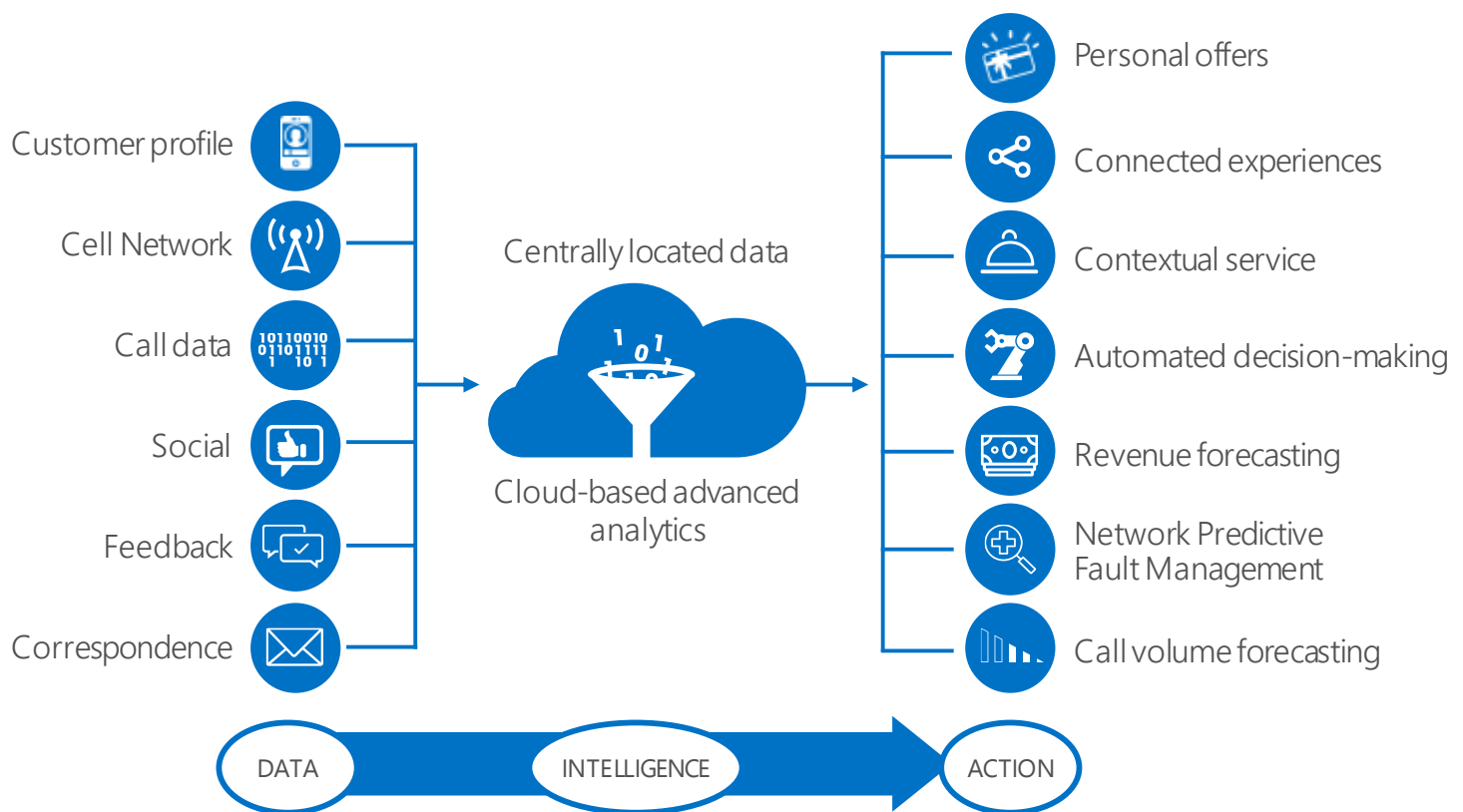## Reduce customer churn by predicting customer needs and automating decisions

Manually sifting through reports is time consuming and difficult, often leading to reactive insights based on static reporting. The Microsoft customer journey analytics solution helps accelerate data analysis and automate time-consuming decision making, giving telcos dynamic, predictive insights that support more proactive responses to customer needs and agile business operations.

Maximize existing data platform investments by integrating legacy systems

Improve operational efficiency with the latest on-premises and cloud data platform technologies without starting over. Built on Microsoft Azure, Cortana Intelligence Suite supports a wide range of integration with existing platforms, maximizing the value of your existing data and data platform investments.

Solution overview
Customer Journey Analytics

Customer profile

Cell Network

Call data

Social

Feedback

Correspondence

Centrally located data

Cloud-based advanced analytics

Personal offers

Connected experiences

Contextual service

Automated decision-making

Revenue forecasting

Network Predictive Fault Management

Call volume forecasting

DATA → INTELLIGENCE → ACTION

Key solution benefits:

→ Improve customer interactions with consistent customer information

→ Unify all of your data by breaking down data silos

→ Reduce customer churn by predicting customer needs and automating decisions

→ Maximize existing data platform investments by integrating legacy systems

Why Microsoft

Microsoft is empowering telco companies to deliver new subscriber experiences with the intelligent cloud, creating the essential technology to help you build something amazing—whether you need actionable insights to connect with your subscribers, on-demand scalability to deliver services everywhere, or an inspired workforce to create and collaborate securely from anywhere.

Cost-effective. We are committed to helping telcos maximize the value of their technology investments. We build our solutions to be comprehensive and offer more built-in features. Additionally, deep integration with existing Microsoft tools enables telcos to leverage existing talent and IT skills, reducing ramp up time and implementation costs.

Comprehensive. Microsoft analytics tools help you free data from silos and empower your employees to make informed decisions. From advanced, cloud-based predictive analytics and machine learning to self-service dashboards, our solution can help you transform your customer experiences and create a sustainable competitive advantage.

Choice. Microsoft understands the importance of making technical choices that are right for the organization. We are committed to offering telcos the greatest flexibility possible while providing them the ability to help secure, manage, and govern their investments and assets, whether it be on-premises, in the cloud or in a hybrid environment.

"For the first time ever Microsoft BI facilitates our consolidation of all data sources on one platform and in two main cubes."

Joachim Peters
Business Intelligence team leader

E-Plus Group consolidates all of their data to deliver real-time, dynamic reporting, enabling new capabilities such as customized offers and predicting customer churn.

Jordanian telco, Umniah, achieves real-time customer data analysis by reducing reporting analysis from an entire day to just minutes by moving to Microsoft Analytics Platform System.

"In some cases, we see 250 times improvement in performance. That's dramatic, but the average is equally good: 130 times."

Waseem Al-Rousan
IT Director

Learn more

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