

Predictive Analytics Solution predicting and identifying the root causes for customer churn and suggest strategies to reduce churn rates for a large Asian Telecom company.



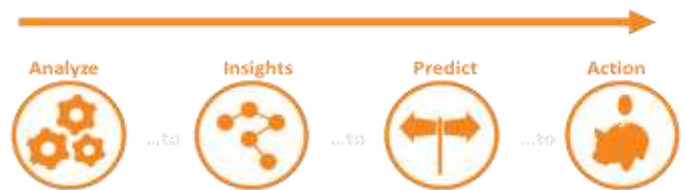
Key Benefits & Features

- Reduce customer churn rates with automated personalized interventions
- Customized product offerings for an increase of revenues, customer satisfaction.
- Higher customer life time value
- Maximizing return on marketing strategies
- Higher operational efficiency

Intuceo Managed Analytics for Telecom Industry

- Customer segmentation for marketing analytics
 - Marketing Mix and Optimization
 - Customer Lifetime Value
 - Customer Complaints & Quality
 - Promotion Planning and Optimization
- Designing the right products for the right customers

- Real- time benchmarking of KPIs for proactive decision making
- Cross-selling and upselling products to suitable customers.



The  **Predictive Analytics Platform** utilizes open source big data technologies with accelerators for Data Engineering, Predictive Analytics, and Visualization solutions to solve complex Business Challenges



DataFuse



DataSharp®



HiddenInsights™



BoldVistas™



InsightExplorer™