



How Decision Intelligence Is Helping Telcos Reinvent The Industry

As telcos evolve from product-centric to service-centric models, accessing a strong contextual data foundation is vital to drive accurate decision-making and find growth opportunities.

By Jay Gupta, Head of Telco Solutions, Quantexa



Decision Intelligence: Transforming telcos for the digital age

The drive for transformation in the telco industry is coming from many directions, but it's all pointing toward one goal: **the need for telcos to become digital-first service providers**. Telcos must adapt strategies for growth to effectively respond to economic pressures, highly competitive marketplaces, geopolitical forces, and supply-chain challenges.

Pressures are also mounting from discerning customers across consumer, enterprise, and wholesale segments based on increasing levels of sophistication in purchasing behaviors and preferences for digital services. Increasingly high customer acquisition and retention costs underscore the need for a nimble, data-driven business strategy to stay competitive. Additionally, addressing industry-specific security and compliance regulations in a complex digital ecosystem needs enhanced measures to avoid significant fines and reputational damage from security breaches and non-compliance.

To operate effectively and remain laser-focused on customer needs, telcos require more meaningful data by efficiently processing the massive amounts of raw data scattered and fragmented across disparate systems.



What is Decision Intelligence?

Decision Intelligence (DI), [according to Gartner](#), improves decision-making by understanding and engineering how decisions are made, and how outcomes are evaluated, managed, and improved by feedback.

With DI, and [the right platform](#) to enable it, telcos can adjust growth strategies and make effective decisions to meet business needs faster to excel in the digital age.



The answer is contextual data

Data needs to be seen in context to help drive faster and more intelligent decision-making. With [Decision Intelligence](#), telcos can bridge the gap between assuming customers' wants and needs, and knowing specifically what the needs are and when those needs should be acted upon.

This level of knowledge and confidence starts with trusted data, which empowers organizations to make effective decisions to meet business needs. All digital transformation projects need the right data to effectively drive business growth. Telco leaders need to confidently empower employees to use high-quality data to uncover more opportunities to grow, optimize processes, and gain greater awareness of issues that may impact regulatory compliance.

“The next generation of telcos will be defined by leaders who act now, risking short-term incumbency advantages to seize untapped growth.”

McKinsey, "A blueprint for telecom's critical reinvention"

Change and challenges in telecommunications



Economic

The telco industry is in the midst of a shift from selling products to selling services wrapped with data-driven experiences that provide value to customers. To successfully make this transition, telcos must do more than sell commoditized technology-oriented products – and focus on selling solutions with clear outcomes. Such evolutions are highly beneficial economically: When organizations are data-driven, they can simultaneously ensure business growth and reduce customer-acquisition costs.

Merger-and-acquisition activities also impact telco competitiveness. Though many mergers, acquisitions, and divestitures are considered the best way to accelerate transformation, they often result in complex challenges for telcos to navigate.



Compliance

Digital connectivity is essential to how today's society and businesses function. Validating the authenticity of customers and suppliers, ensuring that vulnerable customers are supported is a complex process to manage within stringent regulatory frameworks.

There is a delicate balancing act between treating all customers fairly and combatting fraudulent activity. In countries where telcos operate a mobile payment/wallet, money-laundering issues require greater vigilance on a global scale, especially as financial regulation increasingly impacts telcos.



Infrastructure

Telcos will spend at least \$200 million per year on their journey to the cloud over the next three to five years. Modernizing infrastructure is critical for telcos to innovate and maintain relevance in a digital age by opening up new opportunities enabled by data, analytics, and the use of AI.

Telcos' operating models must evolve into a more digital and automated way of working to create value at pace, but it will need to overcome the existing challenges with fragmented data. There are signs that cloud data volumes and associated costs are spiraling, but benefits are not yet being realized.

“22% is the average churn figure in telcos, which is the second highest churn rate of all industries. Keeping customers and attracting more, [while] building trust and loyalty, are basic requirements for survival and growth.

TechSee, “Customer churn: definition, formula, causes & tips to improve”

How telcos can put Decision Intelligence to work



Fragmented and poor quality data impedes many telcos from being able to make decisions that drive revenue, protect them from unnecessary risks, and attract and retain customers. With the ability to connect siloed data across their organizations, telcos can create a single, contextual view of data that can be used to:



Grow EBIT through new revenue

Demonstrate revenue growth through a strategic, data-driven approach that drives more high-value sales as well as mitigating revenue leakage through more effective fraud controls.



Enhance customer experience

Drive proactive, timely and personalized engagement across all customer touchpoints to drive advocacy and build deep, long-lasting relationships.



Reduce the OPEX bill

Drive increased operational efficiency through shorter procurement cycles and by making more informed supply-chain decisions.



Mitigate commercial risk

Reduce fraud and mitigate risk of penalties in relation to anti-bribery, corruption, and compliance, which will also consider supply-chain integrity and sanction threats.



Eliminate legacy burden and data silos

Reduce technical debt by moving away from siloed and fragmented data to create a holistic and actionable view of customers and operations.

The platform for Decision Intelligence

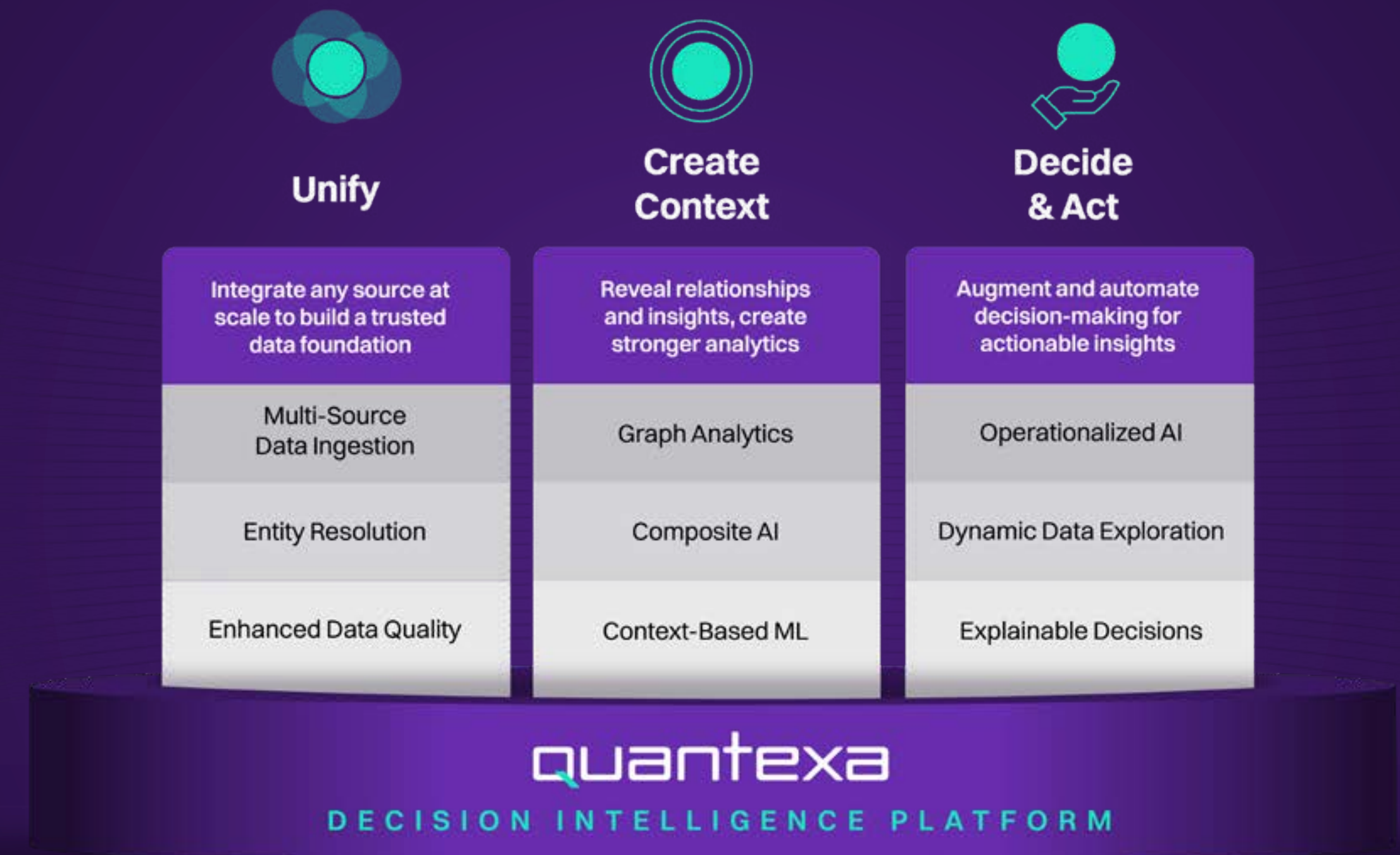
Quantexa helps enterprises make better, more informed decisions by capturing dispersed data and making it understandable and actionable. We use best-in-class Entity Resolution to build a data foundation that fully represents your organization. We then establish networks that find hidden connections and apply advanced analytical models to identify risks and opportunities.

How does it work?

Quantexa connects internal and external data at scale to create a holistic, dynamic view of customers and relationships. This is used to drive contextual customer engagement, power digital transformation, enhance customer experience, provide actionable insights to customer-facing teams, supercharge CRM systems, and accelerate growth.

- **Create a trusted data foundation:**
Build a single source of truth to securely leverage trusted data across the organization
- **Get ahead of your competition:**
Use Graph Analytics to build networks to understand changing customer behaviors.
- **Accelerate revenue growth:**
Unlock new insights to drive customer loyalty, acquisition, and profitability.
- **Reduce fraud and support compliance:**
Protect customers, suppliers, and employees, while meeting industry regulations.

The result? A continuous stream of relevant insights that maximize the value of your data assets – insights that help you solve business problems and capture otherwise hidden opportunities. And it's all delivered through one platform.



An open and modular enterprise platform for outcome-driven solutions

3 steps to more intelligent, data-driven decisions

Unify data

Integrate any source at scale to build a trusted data foundation:

- With multi-source data ingestion, you can rapidly onboard any source – internal, external, structured, or unstructured.
- Using Entity Resolution, you can bring siloed, disparate, and ambiguous data together at scale for accurate single views.
- Continuously improve data quality as part of the unification process.

Create context

Reveal relationships and insights, and create stronger analytics to:

- Reveal the relationships and context of how people, organizations, places, assets, and other entities interact with each other.
- Generate insights that build stronger, more meaningful analytical models.
- Leverage the full power of innovative graph, AI, and machine-learning methods with our open and easy-to-use tools and frameworks.

Collaborate and decide

Augment and automate decision-making for actionable insights:

- Automate manual, high-volume operational decisions – maximizing your investments in AI for efficiency and cost savings.
- Utilize transparent models to ensure each decision is explainable, with full visibility for security and regulatory requirements as well as for model validation and optimization purposes.
- Empower teams to proactively explore insights and act – making faster, more confident, and accurate decisions.

The building blocks for growing telco businesses

Overcome challenges across the telco value chain by tapping into customer intelligence, optimizing data management, and maintaining supply chain integrity:



Improve CX and grow EBIT

Create a trusted, holistic view of customers by connecting data across internal and external sources. Unlock new insights to drive personalized, context-rich engagement, uncover cross-sell and upsell opportunities, and accelerate new customer acquisition.



Empower change with better data

Telcos need to build a trusted data foundation from siloed sources. With [Quantexa Data Management](#), you can connect internal and external sources to create trusted, single views and ensure data quality to provide a seamless transition to cloud, cost-based transformation, an ability to leverage mergers, acquisitions and divestitures, and more.



Manage compliance, mitigate fraud and risk

Integrity risks such as fraud, corruption, and conflicts of interest are traditionally difficult to detect, prove, and prosecute. With the capability to build networks, you can predict behaviors over time and identify potentially suspicious activity that requires attention, preventing fraud and potential threats to integrity.

► [Learn more](#) about Decision Intelligence solutions for telcos.

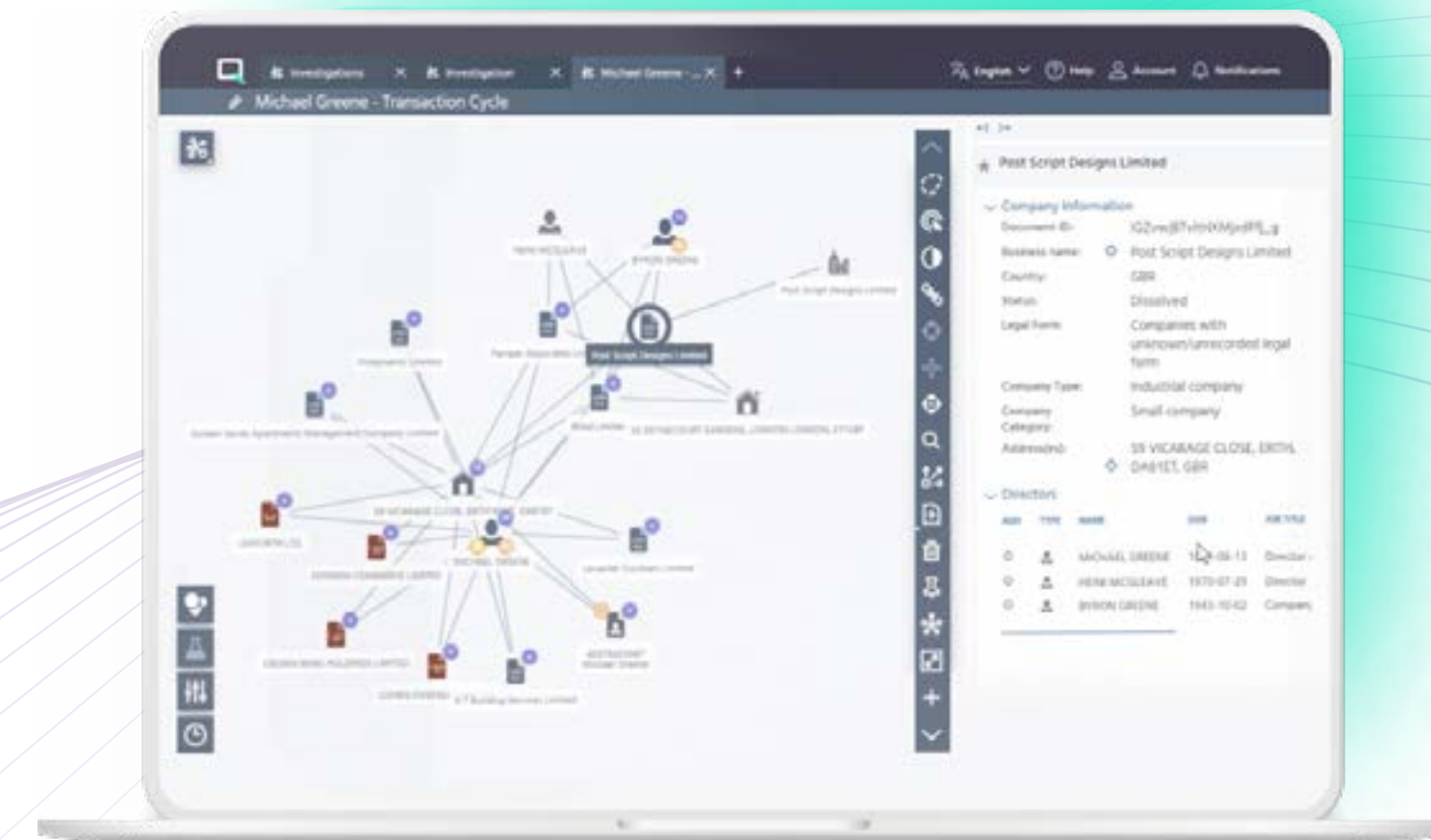


Decision Intelligence in action

“It is vital that we ensure we’ve got the systems, tools, and the data that together join the dots and make sure that we can get the full contextual picture of our customers. The use of AI is a step change in understanding our customers and is key for our strategic focus on best-in-class customer experience.”

Miryem Salah, UK Chief Data Officer, Vodafone

Get started with Decision Intelligence

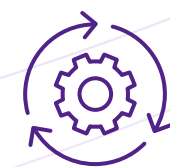


Demonstrate immediate value by using the Quantexa Decision Intelligence Platform with every available dataset. Here's your guide to seeing rapid and ongoing value from your Quantexa investment:



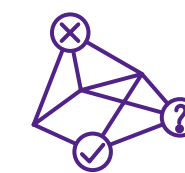
Unlock value, repeatedly

Pick another line of business and a use case, and continue building out the data foundation as part of your existing infrastructure.



Continue optimizing

With a unified data foundation and additional use cases, you'll create a culture of continual optimization where confident decision-making becomes the norm.



Drive decision maturity

Continually increase your capabilities by deploying new technology advancements, along with learning and certification opportunities for your workforce.



Become resilient and agile

Your data foundation is immediately ready for any use case, giving your organization flexibility, resiliency, and agility to be ahead of the curve and address any threat or opportunity.

How can we help?

To learn more about how Decision Intelligence could be right for your organization, [speak with one of our experts today](#).

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