

## Customer Data to Customer Experience Journey For Telco

### KEY FEATURES

- 250+ Raw DNA Features
- Input Extracted from Network/OSS/BSS/ERP/CRM and Weather, Social Media & Demography
- 64+ Well Defined Input Entities
- 5+ Prebuilt DNA Packages
- Can Support 6+ ML Use Cases

### KEY BENEFITS

- Prebuilt Solution
- Segmentation of volumes of data into metrics
- Increased revenue from these activities:
  - Increased customer engagements
  - Customer loyalty
  - Customer satisfaction and customer lifetime value
  - Higher profitability
- 8-10 Weeks of Implementation Time

### OVERVIEW

Every Communication Service Providers (CSP) is looking forward to create a comprehensive view of enterprise customers on the individual level by utilizing vast amount of Mediation XDR data, BSS/OSS/CRM data, weather data, social media data, and merge thousands of metrics into a singular view. Customer DNA that is derived in this manner provides maximum visibility into customer behavior, enabling enterprises to control business results in a whole new way. Just as DNA in the biological sense is an individual's unique genetic code, Customer DNA in the

holistic view of customers at the individual level through un-siloed Customer DNA, it becomes possible for CSP to become customer-centric, generating more quality prospects, prioritizing inbound leads, building an ABM (Account-Based Marketing) approach, forecasting revenue and more. The Customer DNA solution we offer, allows CSP to have an expansive view across domains (for example, across sales, marketing, operations, and back office) with the full catalog of digital-and-analytics business metrics.

### WHY CUSTOMER DNA IS IMPORTANT





Research shows that by adopting a customer-centric approach, a moderate CSP can save up to 25% of operating and capital expenditures, 25% of IT spending, 80% of product portfolio costs, and an increase of 40% of sale in Broadband and 25% in Mobility as well as a reduction of 50% in customer service call.



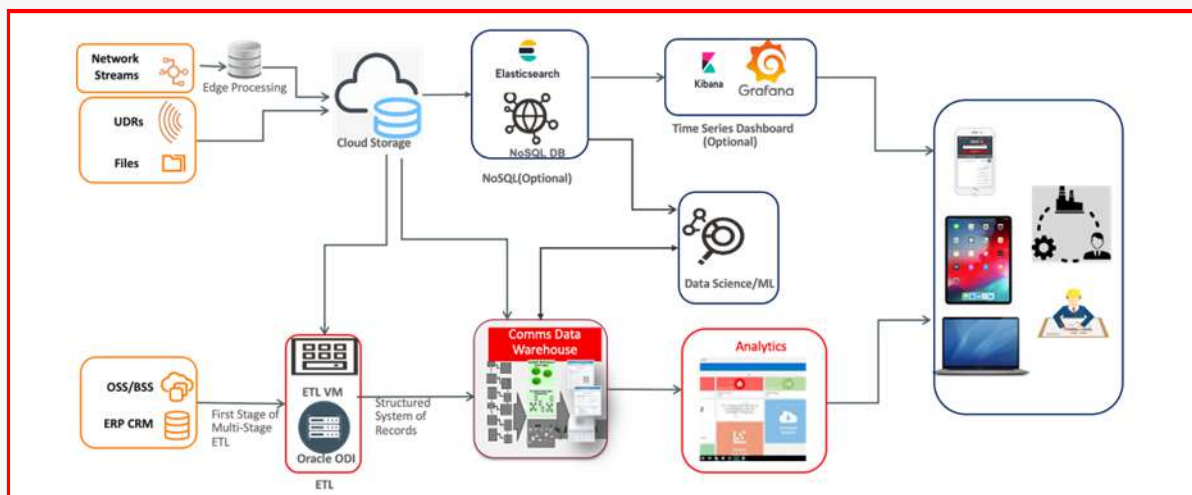
Customer DNA makes it possible for enterprises to engage customers with opportunities and communications that are targeted and relevant, effectively eliminating much of the guesswork out of marketing strategy. Having real-time insights into customers helps enterprises to deliver the right information at the right time, creating experiences that matter to them. This leads to lasting impressions and facilitating the development of brand loyalty.

Customer DNA bars spending time with customers who are about to leave or communicating with prospects who are unlikely to buy; rather, it aids CSP in targeting high-value customers with personalized experiences that lead them to stay, and in approaching high-value prospects with appealing deals for acquiring new customers and facilitating company growth. It gives CSP the power to predict outcomes and personalized experiences that better align with individual customers' behaviors and desires.

## HOW WE CREATE A CUSTOMER DNA

 <b>INPUT TO DNA</b>	 <b>DNA PROCESS</b>	 <b>COST</b>	 <b>DNA USE CASE</b>
<p><b>64+ Entities</b></p> <p><b>MARKETING</b></p> <ul style="list-style-type: none"> <li>• Usage &amp; Subscriber</li> <li>• Application &amp; Device</li> <li>• Geography &amp; customer movement</li> <li>• Churn and Retention</li> <li>• CRM &amp; Complaint</li> <li>• Campaign &amp; Promotion</li> </ul> <p><b>NETWORK/OSS/BSS</b></p> <ul style="list-style-type: none"> <li>• Agreement &amp; Contract</li> <li>• Subscribers &amp; Usage</li> <li>• Business Events</li> <li>• Network Events</li> <li>• Policy Framework</li> </ul> <p><b>EXTERNAL APPLICATION</b></p> <ul style="list-style-type: none"> <li>• Network Probes</li> <li>• Time Series</li> <li>• Weather</li> <li>• Demography</li> <li>• Social Media</li> </ul>	<p><b>8+ Pre-built Processes</b></p> <p><b>IT SYSTEMS</b></p> <ul style="list-style-type: none"> <li>• CSP Data Warehouse, Lakehouse</li> <li>• Cloud and/or On premise</li> <li>• API &amp; Microservice</li> </ul> <p><b>DATA EXTRACTION</b></p> <ul style="list-style-type: none"> <li>• UDR &amp; Billing</li> <li>• Business Events &amp; Reference Data</li> <li>• Policy Framework</li> <li>• Latency &amp; Retransmission</li> <li>• Network Traffic &amp; Throughput</li> <li>• Social Media API</li> <li>• Weather Data API</li> <li>• DB Marketing API (demography data)</li> </ul>	<p><b>250+ Attributes</b></p> <ul style="list-style-type: none"> <li>• Agreement Metrics</li> <li>• Revenue Metrics</li> <li>• Revenue Metrics</li> <li>• Payment Metrics</li> <li>• Debt Metrics</li> <li>• Subscription Metrics</li> <li>• CRM Metrics</li> <li>• UDR Metrics</li> <li>• ON Net/Off Net Metrics</li> <li>• Charge Metrics</li> <li>• Traffic Metrics</li> <li>• Churn Metrics</li> <li>• Segmentation Metrics</li> <li>• Demography Metrics</li> <li>• Weather Metrics</li> <li>• Reference Metrics</li> <li>• Behavioral Metri</li> </ul>	<p><b>ML Systemst</b></p> <ul style="list-style-type: none"> <li>• Segmentation</li> <li>• Churn</li> <li>• Sentiment</li> <li>• LTV</li> <li>• Fraud</li> <li>• Best Offer</li> <li>• Up-Sell/Cross-Sell</li> </ul>

## SOLUTION ARCHITECTURE



# SMART MANUFACTURING INDUSTRY 4.0 SOLUTION



## HOW DOES THE CUSTOMER BENEFIT

- Communication Service Providers are equipped for making relevant offers that increase engagement and conversion rates
- Customer DNA enables CSP to reduce spam, which increases both customer satisfaction and customer lifetime value
- Customers are at the center of the business equation, leading to greater loyalty and value
- Increasing conversions and gaining new, high-value customers
- Powering upselling results through timely, relevant offers
- Reducing customer attrition
- Reducing service cost and churn

## VALUE ADDED OPPORTUNITY TO ORACLE

Application Development Tool	<ul style="list-style-type: none"><li>• OCI APEX Service</li></ul>
Data Integration	<ul style="list-style-type: none"><li>• OCI Integration Cloud Service</li><li>• OCI Streaming Service</li></ul>
Data Transformation	<ul style="list-style-type: none"><li>• OCI Data Integration Service</li><li>• OCI Data Flow Service</li></ul>
Data Storage & Governance	<ul style="list-style-type: none"><li>• OCI Object Storage Service</li><li>• OCI Autonomous DW Service</li><li>• OCI Data Catalog Service</li></ul>
Data Analysis & Visualization	<ul style="list-style-type: none"><li>• OCI Analytic Cloud Service</li><li>• OCI Data Science Service</li></ul>

## CONTACT US

For more information about **Customer DNA** visit [ebiw.com](http://ebiw.com) or call to speak to an EBIW representative.

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