



doolytic for Telco Customer 360°: Do you know your customers?



The challenge for Telco companies

Do you know your customers?

Do you know how to exploit the enormous potential of your data? Do you know how to bring together all customers' lists, payment information, traffic information, service use and Customer Satisfaction records?

Today, for Telco companies the Customer 360° approach is the cornerstone for all the activities and strategies devoted to the management of the customer base. For these firms it is crucial to build a proper Unique Customer View (UCV), especially

because they are characterized by:

- Customer's relationship with high intensity
- High number of customers
- Multi-channel communication with the customer base.

doolytic Customer 360° encompasses all the procedures and the tools aimed at a better understanding of customers characteristics and behaviours. It is based on a strategic approach who has strong impact on the process capacity to produce value (ROI) both in the short and in the long term.



Big data discovery for the data scientist in all of us



The solution: doolytic Customer 360°

A tool able to collect in the "same place" all the information related to your customers: a Customer 360° view!

Which results can you obtain?

- Characterize you customers
- Understand their behaviours
- Improve the relationship

How it works

CHARACTERISTICS



Mapping of the available information (also those related to the traffic records and the service quality) and of all processes who manage the relationship with customers.

ANALYSIS



Creation of the Unique Customer View. The Unique Customer View (the building block of the Analytic CRM) is a data matrix who summarise all the customers' characteristics through a set of measures and the analysis of customers behaviours.

MAINSTREAMING



The UCV (Unique Customer View) will be connected with the firm's information processes.

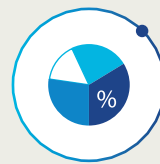
CUSTOMER VALUE AND MARGINALITY



SOLVENCY STATUS



BEHAVIOURAL PROFILING



CHURN ANALYSIS



UCV: MEASURES

ANALYSIS

UCV: BEHAVIOURS



SERVICE USE AND SERVICE QUALITY



PROMOTIONAL ACTIVITY AND COMMUNICATION CHANNELS



CUSTOMER SATISFACTION



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