

## TOP 7 USES OF BIG DATA IN TELECOM RETAIL

Telecom operators handle and store huge quantities of data every-day. Data in the form of call detail records, internet traffic and transaction data, usage patterns and location data. This data provides a rich wealth of customer centric information, which, in turn, leads to revenue as well as customer experience upsides for the operators.

More essentially, the customer is assured that their operator knows what they really want, leading to lower churn rates and more revenues for the operator.

Here's how telecom operators are making use of Big Data in Retail



Bolstering existing revenue streams through real time and personalized offers, and campaign management.



Creating new revenue streams, such as, IOT, localized offers, data monetization.



Improving customer experience by understanding customer needs and requirements across the different phases of service life cycle.



Identifying the customers most likely to defect, and targeting steps to prevent churn



Identifying the customers most likely to have problems paying bills, and targeting steps to improve the recovery of payments



Forecast network capacity and demand faster and more accurately



Predicting the periods of heaviest network usage, and targeting steps to relieve congestion