OPERA
SOLUTIONS
Profit from Big Data flow

Case Study:

A Top-5 Wireless Carrier Reduces Churn and Improves Its Marketing Effectiveness

Opera Solutions' Custom AI/ML Solution is helping a major US telecom company better understand its 40+ million customers by evaluating their actions over time and marketing to them individually.

One of the nation's top mobile wireless carriers was losing customers in its prepaid segment — fast. A staggering 13 percent of prepaid subscribers dropped the service from one month to the next. As prepaid customers do not require a deposit, credit check, or annual contract, customers have little motivation to remain loyal. The carrier was using rudimentary analytics and rules-based systems to reduce this churn, but it wasn't working. In fact, Opera Solutions discovered in the pilot phase that the approach was actually losing 12 cents for every marketing treatment sent to customers.

The Challenge

The immediate need focused on innovative customer management techniques to better manage churn, but it soon became evident that the company needed advanced analytics on its entire direct-to-consumer marketing efforts to further enhance the customer experience and stimulate revenue.

In addition, the company's operations were very siloed, and its internal groups and teams were producing campaigns that were not centralized or in sync with one another. Thus, its subscribers were overloaded with splintered campaigns that boasted offers and recommendations that were not relevant, timely, or tailored to each subscriber.

Although this company had a rich dataset with information detailing its customers' behaviors and actions, it wasn't being put to use effectively.
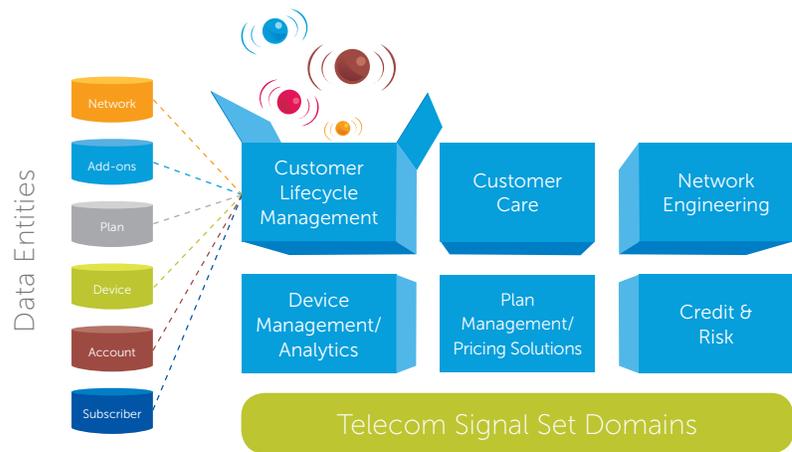
The Solution

Enter **Opera Solutions' AI/ML Solution,** which gave the carrier a 360-degree view of each of its 40+ million subscribers and provided to its business users more than 2,500 Signals — patterns and correlations that carry information proven to be valuable — for each customer. With this combination of the platform and industry-specific insights, the carrier could execute more personalized and relevant campaigns within the prepaid segment.

The Signals are organized into Domains, which provide a broad range of fresh, reusable information across the enterprise.

The platform's Customer Lifecycle Management domain develops all of its Signals around maximizing each customer interaction, making it more meaningful and personalized, which helps build a lasting relationship between the company and the customer. Signals can be either *descriptive* (indicating an unpleasant experience with the company, for instance) or *predictive* (indicating future behavior, such as a purchase or churn). These Signals can then be used to develop highly tailored marketing campaigns.

An example of Opera Solutions' Telecom Signal Set

With these Signals delivered as a service, the carrier gained the ability to create personalized, relevant customer interactions in real time. These fresh, proven Signals are fed directly into existing workflows, increasing users' effectiveness in their work and enabling the carrier to build lasting customer relationships and drive revenue to unprecedented levels.

With the platform, the carrier gained even more than it intended:

› A 360-degree perspective on each of its subscribers

› Empowered business users who create effective, personalized campaigns

› A platform that acts as a single source of truth for business users instead of many sources that were once siloed and unorganized

› A solution that leverages the carrier's preexisting Hadoop implementation to rapidly process significant datasets

The Impact

› The platform sends up to **2,500 Signals** per customer to internal business users, enabling them to make better business decisions.

› The carrier reduced churn by **1.5 percent** on an aggregate basis.

› The carrier's 12-cent loss for every treatment it sent to its customers was reversed to a **26-cent topline gain.**

› In the pilot phase dealing with the prepaid segment, Opera Solutions' AI/ML solution generated **$25 million** in spend stimulation from the carrier's customer base.

› The carrier is now positioned to realize additional revenue estimated at **$80+ million annually.**

For more information, contact us at **interest@operasolutions.com** or **1-855-OPERA-22.**

ABOUT OPERA SOLUTIONS OpCo, LLC

Opera Solutions is a global provider of Practical, Scalable, Transformative AI Solutions. With our innovative data science and analytics, we deploy AI solutions that create business results at scale. Opera Solutions serves some of the world's most respected businesses in the financial services, healthcare, travel, hospitality, retail, and telecommunications industries, as well as key government entities. Opera Solutions has offices in North America, Europe, and Asia. For more information, visit www.operasolutions.com or call 1-855-OPERA-22.