Leveraging Big Data Agile Analytics for Telecom Service Providers

As an industry that produces an enormous amount of data, the Telecommunications Industry is just on the cusp of leveraging that data for service innovations and cost reductions.

Through its success in doing exactly that for global customers in the Telecom, Energy & Military sectors, Janus Consulting Partners is your ideal solution partner for finding, analyzing and leveraging the massive, complex data that is now overwhelming your marketing and IT departments.

Telecom companies are under enormous pressure to better understand their customers, increase the bottom line, and provide optimal customer experience, all while keeping costs in line and efficiently managing complex networks.

Effective information and data management is the key to meeting these imperatives. The ability to drill down into data and get answers is mission-critical. At Janus, we understand the competitive pressure that Telecom Service Providers face today, and we’re your best partner to help you develop and leverage business intelligence, quickly and cost effectively.

Janus can help you immediately in the following areas:

- **Reduce Customer Churn**: Our predictive models can be applied to your customer-level data and enable you to understand what characteristics/demographics are influencing your customer churn.
- **Increase ARPU**: We can help you increase revenues through cross-selling / up-selling opportunities.
- **Improve Efficiencies**: Using Big Data and real-time actionable intelligence, Janus Telecom Business Analytics can quickly improve the efficiency and effectiveness of your organization.
- **Optimize Pricing**: Through price-sensitivity analysis, you can determine the optimal prices of each of your products.
- **Stabilize Network Performance**: Janus can help you ensure quality of service through proactive monitoring of critical network health parameters, and effective capacity planning upgrades before network congestion occurs.
- **Increase Customer Satisfaction**: Janus’ social media analytics can help you boost brand image and recognize trending customer issues through analyzing aggregated customer sentiment that’s appearing daily on the worldwide web.

During its first year of deploying Janus’ Telecom Business Analytics, a major North American Telecom reduced Customer Churn by: **9%**
Janus Consulting’s innovative Agile Business Intelligence services help Telecom providers collect, compare and analyze external and internal data to generate value and competitive advantage for their organizations.

Our Telecom Social Media Analytics services encompass the following offerings:

- Information Management Strategy for Social Media
- Social Media BI Services
- Social Media Data Collection/Integration
- Social Media Data Management

The Social Media Challenge

Leading-edge Telecom companies are realizing that social media has become the next frontier for customer relationship management.

They understand the opportunity and the challenge social media presents, and the need to better understand and manage their current and potential customers/subscribers through social media so they can evaluate the public opinion of their products, services and overall company brand, while reducing customer service costs and maintaining ultimate data privacy and security.

Social Media & CRM

Social Media brings a new element into customer relationship management (CRM) because now instead of just analyzing customer data and information, you are attempting to analyze complex conversations and relationships on an aggregated massive scale. These conversations and relationships occur not just between company and consumer, but also between consumer and consumer.

Naturally, these social media conversations produce enormous amounts of unstructured data, which may need to be integrated with legacy CRM applications.

With Janus Consulting’s Telecom Business Analytics, Telecom companies can:

- Leverage the social media insights to obtain ideas for new products and services from subscribers.
- Quickly disburse information on products and services.
- Reduce operational customer service expense as customers move from the traditional CRM medium i.e. voice and web to social media.

Janus Consulting is ready to immediately help you with the following:

- Identifying your company’s social media monitoring & data collection requirements.
- Identifying and documenting key metrics & key performance indicators.
- Preparing business case and strategy plans.
- Preparing system architecture and design plans.
- Implementing and integrating your solution with your legacy CRM systems, if need be.

Janus Consulting is the Right Partner

Janus Consulting is uniquely positioned to provide the highest possible level of information management, analytics, and business intelligence solutions to our clients, quicker and at a lower cost than the traditional larger IT consulting firms.

Our Team

Our team members are former Big 5 consulting firm and top Fortune 500 company employees. They hold credentials from Oracle Endeca, SAP - BOBJ, Oracle - OBIEE, Hadoop, MicroStrategy, Microsoft, Cisco, Linux, and many others.

For More Information

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