

Telecommunication companies have been flipped upside-down by regulatory changes and are in a constant state of flux from the convergence of technology and consolidation of competitors. As a result, these firms must seek new ways to differentiate their product offering and ensure that their customers' demands are met. Customer acquisition is no longer the sole measurement of success; telecommunications firms must strive to attract and retain customers that improve the bottom line.

Because telecommunication services are perceived as commodities, the industry has been forced to become even more creative when explaining the value of their solutions. Questions they need to ask themselves include:

- Which product mixes (bundles) lead to loyal customers?
- What is the next product or service I should offer a particular customer?
- Who are my most valuable customers? How do I keep them loyal?
- How do I find loyal customers?
- How do I decrease the churn rate of my existing customer base?
- How can I detect who is likely to churn early in the customer lifecycle?

AmberLeaf responds to the needs of telecommunication organizations with the following service offerings:

**Single View of the Consumer/Subscriber.** The key to understanding individual subscribers is through consolidation of subscriber information from all interaction channels across all products and offerings. Integrating profiles, billing, and usage information from cellular, local and long distance wireline, paging, data, and other services in a consolidated analytic environment creates competitive advantage for the organization. The single view of the subscriber helps to identify past subscriber activity, household behavior, and customer value as well as predicts future events such as subscriber churn and marketing campaign effectiveness. AmberLeaf has built several robust consumer and subscriber data warehouses for some of the largest telecommunication companies in the country. Integrating, merging, and householding information from billing, payment, POS, usage, and customer service becomes the foundation for marketing and sales initiatives to increase retention, winback, and/or revenue per unit.

**Marketing Effectiveness.** Marketing departments are asked to attract and retain new customers, cut costs, and show positive ROI on advertising and marketing efforts. Through marketing dashboards, closed loop analytics, and predictive modeling, AmberLeaf helps organizations continuously optimize their marketing programs.

**Churn Protection.** Combining the benefits from the Single View of the Subscriber and Marketing Effectiveness solutions, AmberLeaf provides the tools to help predict and reduce churn. Predictive modeling based on historic data provides telecommunication organizations with the ability to target "at-risk" subscriber segments before churn events occur.