New horizons for service providers

HPE Actionable Customer Intelligence

Hewlett Packard
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Improve your business and serve customers better with transformational customer insights that provide tangible business outcomes.

Communications service providers' existing customer data is an information treasure trove that can help increase satisfaction, prevent churn, and grow revenue.

Connect with your customers

A communications service provider's (CSP's) existing customer data is full of information to help increase satisfaction, prevent churn, and grow revenue. Viewing your complete customer—in the moment and over time—can help you better respond and anticipate future demands.

By offering promotions and packages attuned to real usage trends, service providers can increase customer loyalty and reduce churn.

Customer data is often scattered over various departments and in different forms. HPE Actionable Customer Intelligence (ACI) solutions and services let service providers see the whole customer.

HPE ACI is a modular solution set that helps you increase customer information and improve agility, enabling reactions to customer demands in real time. We build a single, easily viewed, and secure customer profile. We analyze the information, using trend and predictive analytics to create a smart profile, and provide a true understanding of each customer. To complete the customer intelligence service, we act to transform the single, smart customer profiles into better policy management and targeted promotions to reduce churn.

HPE ACI solutions help service providers make better business decisions to drive greater margins and increase customer satisfaction. The solutions bring together network and IT data to deliver meaningful, integrated insight when it's needed most. The focus drives business forward: intelligent decision-making, integrated responsiveness, and timely action.

Harvesting customer data lets you strengthen customer relationships and gain competitive advantages. Get control of your customer intelligence and let it work for you to monetize enriched services, conduct targeted promotions and campaigns, control congestion, and offer virtual profile exchange with third parties to enhance your position in the value chain.

Through industry-specific data collection, discovery, predictive analytics, and action delivered in real time, service providers are able to:

• Improve customer intimacy and loyalty

• Increase average revenue per user (ARPU) through new services and applications

• Reduce operating expenses through improved network management and churn prevention

• Achieve superior retail and wholesale business results

Figure 1. Conceptual flow for Actionable Customer Intelligence

Harness your competitive advantage: customer knowledge

The fundamental changes occurring in the communications industry are drastically and rapidly varying the competitive landscape. As the number of mobile users has soared, the data traffic service providers must handle has skyrocketed. And in particular, the emergence of over-the-top (OTT) providers and their services have altered the conventional way of delivering communications services.

Beyond that, consumer behavior and needs are permanently changing. Operators have to adapt fast and anticipate the next move. In the past, consumers were loyal to a CSP. Now, loyalty often is tied to a particular application or phone model. CSPs should consider:

Engage in a compelling way with OTT providers in the spirit of co-opetition.

• Drivers for customer loyalty

• Actions that prevent customer churn

• Ways to monetize new OTT services

By monetizing OTT services, operators create a new market landscape where they can reposition themselves higher in the value chain relative to subscriber applications and experiences.

CSPs have a powerful and unique asset, a competitive weapon that others in the value chain do not possess: customer knowledge.

Because the providers see all of a customer's activities, they can leverage assets to offer more focused services and promotions—directly to their own customers and indirectly to others in the value chain wanting better ways to target customers. By properly managing this asset, operators will be in a better position to transform customer insights for business benefit.

Build a single, trusted customer profile

The mobile experience is responding to subscriber expectations for connectivity and access—regardless of network or device. Core network environments are shifting as newer, faster technologies introduce additional complexity into an already-intricate network ecosystem.

HPE Subscriber Data Management (HPE SDM) solutions let you customize customer profiles to fit your business needs. These solutions correlate and manage subscriber data—including identity, status, preferences, behavior, and social profiles—through sophisticated, network-ready enablers, products, and complete solutions.

Analyze inherent value with a single customer view.

HPE SDM simplifies network management and improves customer experiences by building a single view of the subscriber across domains, devices, applications, systems, and environments—enabling operators to better know their subscribers. With it, you can apply policy decisions that lead to higher service levels, reduced churn, and new revenue opportunities.

HPE offers market-leading tools that let you leverage identity, location and device information, preferences, online behaviors, and more to improve customer experience and enforce policies. These tools help you manage third-party relationships to improve their subscriber knowledge for better service, increase service uptake, control churn, and drive revenues.

HPE Telecom Analytics portfolio helps you efficiently collect, manage, and analyze customer data scattered among different sources. This information helps you generate an actionable, enriched consumer profile in the right timeframe. When you see all customer activities, you can leverage assets to offer more targeted services and promotions. This strengthens relationships between consumers and provides mutual, timely interaction. Consumers better understand and manage their needs and personalization, which result in greater value to both.

Device and application providers have more insight into the subscriber's needs. And now, the customer owns the intersection with all open ecosystem relationships. With our offerings, you can provide differentiated, value-rich services to your customers. With it, you can build new revenue streams to better compete in an open communications market, moving beyond a bit-pipe player.

HPE Telecom Analytics portfolio offers CSPs leading-edge capabilities tools, services, and end-to-end solutions. It leverages our expertise in real-time analytics, massive processing analytics databases, business intelligence, network management, and actionable solutions. This panoramic view of consumer, network, and personal profile data creates a new dimension of real-time analytics value to the communications industry.

Become more relevant to your customers

We help you design tailor-made, personalized services. By bridging IT systems and networks, we help you create a complete view of your customers.

HPE addresses the full puzzle: build a single customer profile, analyze it to make it smart, and act upon it for tangible business benefits. When the service provider can rely on one vendor, it reduces risk and time to results.

We deliver insights in real time, enabling you to act swiftly and wisely to customer needs, while decreasing risks of becoming a connectivity-only provider.

Enlist a trusted partner

Unique and differentiated industry expertise: HPE brings in-depth industry knowledge with network and IT systems expertise that spans technology, processes, organization, and strategy. With 30+ years of hands-on collaboration, we give you worldwide service providers, proven results, and a team you can trust.

Integrated intelligence, holistic approach: We recognize that meaningful customer outcomes begin with the right data and expert analysis, enabling you to take the best actions. The CMS portfolio provides robust, targeted solutions to address the critical aspects of optimizing customer intelligence: data acquisition, analysis, and action.

Designed for today's business realities: HPE solutions are agile and highly scalable. Whether introducing 4G, forging relationships with OTT providers or advertising partners, or intensifying efforts to retain customers, the ACI solutions portfolio will grow with your business.

Services centered on you: CSPs around the world testify about our services teams' expertise, dedication, and professionalism. Our services include consulting, implementation, outsourcing, and management. The HPE CMS Services team can work with service providers on any or all aspects of customer intelligence initiatives.

Differentiation that enables you to compete and win with OTT providers: Co-opetition is necessary to achieve success. With a single customer view, knowledge, focus on customers, and ability to act at the speed of business, service providers can offer a unique and compelling customer experience, as well as become a valued partner to today's newest players in the industry.

Now is the time for CSPs to transform their greatest assets into real value for the business and the bottom line.

Learn more at
hpe.com/csp/aci

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