



FREE RESOURCE

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## **TELECOM ANALYTICS**

Understanding the Transformative Nature  
of Analytics in the Telecommunication Sector

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 Quantzig



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# ABOUT QUANTZIG

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success.

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

## OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of analytics solutions and services that help in strategic decision making across industrial sectors.

## OUR OBJECTIVE

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

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# INTRODUCTION

Quantzig's advanced analytics frameworks and data models coupled with domain knowledge can help telecom companies to jump-start their analytics journey. Request a FREE Proposal to know more!

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## Analytics in the Telecom Sector

Digital adoption is increasing at unprecedented levels across industries and the telecommunication sector is no exception. In fact telecom companies are the epicenter of this unprecedented change. The proliferation of data sets have not only resulted in the evolution of new business models but have also made multi-device usage and multi-device viewing the norm for telecom companies. Leveraging the use of data and analytics in the telecom sector is poised to improve visibility into core processes, internal operations, and establish forecasts. Along with improving efficiency and growth across the telecom value chain, telecom analytics has the potential to empower companies to make near real-time and fact-based decisions that propel peculiar, conclusive, and action-oriented culture across organizations.



*A new wave of data and analytics is taking over the voice for telecom service providers and the fact that every prospect is leaving behind a digital footprint across touch points makes it essential to churn these data sets and convert them into actionable insights that empower telecom companies to take cohesive business decisions.*

## **BENEFITS OF TELECOM ANALYTICS**

*The use of analytics in the telecom industry brings in better results, improves predictive power, and adds a whole new dimension to analytics in the following ways:*

### **Data-driven customer experience**

From a business viewpoint, telecom analytics helps them to gain a deeper understanding of users to improve their experience at every touchpoint through high performance services, fast feedback and personalized product or service offerings.

### **Data-driven efficiency**

Analytics in telecom holds immense potential as it empowers businesses to work intelligently and reduce costs by identifying and taking advantage of actionable information available within the organization.

### **Data-driven progress**

Analytics in telecom acts as a key enabler of business success by enabling businesses to establish innovative offerings to generate new revenue streams sparked by big data.



**Data-driven user experience**



**Data-driven efficiency**



**Data-driven progress**

A person in a suit is working at a laptop. A network diagram with white nodes and lines is overlaid on the image, centered over the laptop. The background is a blurred office setting.

## Where can organizations start?

Telecom service providers who are just about to start their analytics journey can start with the basic steps that involve the use of descriptive, diagnostic, and advanced analytics. Starting off with such an approach will enable telecom companies to gain a 360-degree view of the organization, thereby contributing to the key objective of enhancing business decisions.

### Descriptive Analytics

Descriptive analytics forms the foundation that helps analyze the relationship between customers and products. The main objective here is to gain an in-depth understanding of the approach that would help business reap maximum benefits in the future.

### Diagnostic Analytics

The idea behind the use of diagnostic analytics is to gauge performance and identify the root cause of performance shortages. This approach reveals patterns that help determine the correlation between interconnected events.

### Advanced Analytics

The rise in competition, business regulations, and fluctuation demand pose several challenges for telecom players across the globe. This is where advanced analytics can help. It offers a significant competitive edge by helping companies to move toward real-time decision making in today's complex customer-centric telecom scenario.

**CONTACT US**

# Get in touch!

At Quantzig, we help our clients to gain comprehensive insights and achieve long-term benefits through our customized analytics programs.

Get in touch with us here:  
<https://www.quantzig.com/contact-us>

