

# Telecom Data Analytics

The Telecom industry is growing substantially with significant innovations and expansion. To keep up with the changing trends and highly competitive environment, Telecom companies are evolving into full-service communication providers delivering high speed connectivity and hordes of value-added services. The key focus is on the very basics of retaining existing customers, besides adding on new customers and servicing them, at reduced costs.

Service providers have spent significant resources and efforts on installing systems for operations management and business process automation. Yet to know the customers, it is important to work on effective campaigns and services that would fetch profitable returns. This involves acquisition of varied data from multiple systems and reworking on complex spreadsheets. Even on the operational front, the time taken to activate a new customer involves multiple touch points such as network

support, accounting, credit approval, billing, inventory management and scheduling service personnel. This has revenue implications and consequential impact on share price and market evaluation of the carrier. This requires a comprehensive Data linking from different systems and an in-depth analysis of data to provide a real time view for better and faster business decision making.

To meet this competitive reality and the rising challenges and operating voluminous data, Telecom operators world over have begun using data as a differentiating tool to enable timely and effective business decisions in tune with the changing customer requirements. Many are investing in complex Data Analytic solutions to maximize their profits and winning best returns on the investments made, besides better branding in the industry.

## HCL

### expertise

- In-depth experience in every component of the telecom service provider space, enabling its Clients to derive significant benefits in terms of understanding customer needs, identifying the right services, developing retention strategies and enhanced customer satisfaction
- Combines business processes and technology to deliver high quality operational efficiencies through predictable and profitable business decisions
- Vast Experience in handling complex telecom business processes
- Technology-led Business Services & Solution: In-house developed tools & applications for network & performance management
- Customized analytical models based on the need of the hour
- Ability to support clients' exponential growth

## Business

### benefits

HCL's business intelligence team help in extracting and connecting disjointed systems and data from disparate sources and enable the business-user and decision-maker to make an informed decision.

The analytical models and digital dashboards go a step further making granular assessment and let users keep their finger on the pulse with restructured guided analysis and sophisticated event-management engines. The user can set alerts based on predetermined business rules and thresholds.

- Identify most profitable Customers & Services
- Understand the impact of combining one service with another
- Understand the basket mix of services being purchased by premier vs. low-usage customers
- Revenue- impact of each service
- Evaluate marketing campaigns immediately
- Identify right service for the right market at the right time

## HCL

### advantage

- HCL's Telecom vertical is perfectly positioned with assets that cut across all the various telecom structures - from wireless, wireline to equipments or ISVs. Our end-to-end, integrated offerings include turnkey implementations, System integration and concept to field implementation – to services like Remote Infrastructure Management and Business Process Outsourcing across all elements of Communications Eco System i.e. Telcos, ISVs & OEMs
- Our strong partnerships with processor companies, EMS vendors and some players in OS space help us in our unique time-to-market proposition. Today HCL takes pride in its 50+ success stories in networking solution, service provider and equipment manufacturing space – working with some of the most successful companies in the communications sector
- HCL's Telecom covers the depth and breadth of this domain with its integrated offerings from a triad of software services, business processes and infrastructure management



- HCL is significantly involved in Call control and signaling, wherein SIP PBX, Audio Video Conferencing Applications and Products have been comprehensively developed and tested. In the Convergence Space, HCL has an exhaustive experience in Enterprise and Carrier grade VoIP solutions. HCL has strong presence in the mobile applications arena that include Mobile Multimedia, Mobile Gaming, Audio Video Codecs etc.

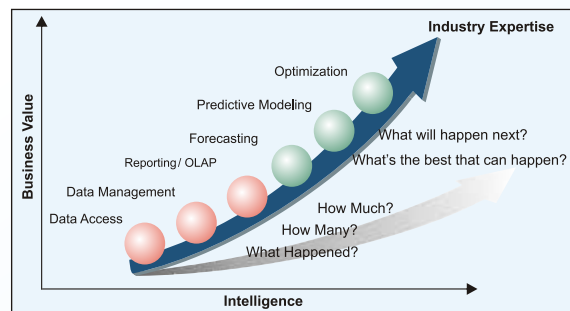
The service areas are :

Network & Systems Management Processes	Service/Product Development Maintenance Processes	Customer Care Processes
<ul style="list-style-type: none"> <li>• Network Planning &amp; Development</li> <li>• Network Provisioning</li> <li>• Network Inventory Management</li> <li>• Network Recovery</li> <li>• Network Data Management</li> </ul>	<ul style="list-style-type: none"> <li>• Service Planning Development</li> <li>• Service Configuration</li> <li>• Service Problem Resolution</li> <li>• Service Quality Management</li> <li>• Rating Discounting</li> </ul>	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Order Handling</li> <li>• Problem Handling</li> <li>• QoS and SLA Management</li> <li>• Invoicing Receivable</li> </ul>

## HCL offerings

HCL Business Intelligence Service through the combination of technologies and analytics services can enable customer to model, understand their purchases, and anticipate the buying behavior and needs of customers, to make better business strategic decisions and powering business performance.

<b>CUSTOMER ANALYTICS</b>	<ul style="list-style-type: none"> <li>• Customer Segmentation Analysis</li> <li>• Customer Loyalty Analysis</li> <li>• Customer Cross Sell Analysis</li> <li>• Customer Service Analysis</li> <li>• Customer Acquisition, Retention &amp; Attrition Analysis</li> </ul>
<b>MARKET ANALYTICS</b>	<ul style="list-style-type: none"> <li>• Sales Pipeline</li> <li>• Reporting &amp; Analysis</li> <li>• Competitor Analysis</li> <li>• Channel Analysis</li> <li>• Sales Performance Analysis</li> <li>• Campaign Analysis</li> </ul>
<b>PRODUCT/ SERVICE ANALYTICS</b>	<ul style="list-style-type: none"> <li>• Category Performance Analysis</li> <li>• Fraud Analysis &amp; Loss Prevention</li> <li>• Inventory Analysis</li> <li>• Product/ Service Scorecards</li> <li>• Discount &amp; Promotion Analysis</li> </ul>
<b>PRICE ANALYTICS</b>	<ul style="list-style-type: none"> <li>• Price / Cross Elasticity Modeling</li> <li>• Item Cannibalization Analysis</li> <li>• Pricing Simulation</li> <li>• What-If Scenario Modeling</li> <li>• Product Link</li> <li>• Opportunity Assessment</li> </ul>
<b>SUPPLY CHAIN ANALYTICS</b>	<ul style="list-style-type: none"> <li>• Supply &amp; Demand Analysis</li> <li>• Strategic Sourcing Analysis &amp; Vendor scorecard</li> <li>• Manufacturing Scheduling &amp; Production Planning</li> <li>• Quality Control</li> <li>• Regulatory Management</li> <li>• Network Optimization</li> <li>• Order Fulfillment Analysis</li> </ul>



HCL assists in moving up the Business Intelligence Value Chain. From Intelligence (subject area reports, measures and KPIs) to Advance Analytics (subject area analysis, OLAP, data mining, applied statistics) to Enterprise Insight (Prescriptive Interpretations Recommendations).

## Analytics services

<b>STATISTICAL MODELING</b>	Logistic regression, Linear regression, Decision trees, CHAID/CART analysis, Time series forecasting
<b>MIS REPORTING</b>	Structured Reports, Customized dashboards and scorecards
<b>DATA PREPARATION</b>	Extraction, Transformation & Loading, De-duplexing, householding, Data validation & cleansing
<b>TECHNICAL MODELING</b>	Performance tuning, Query optimization, Database management, SQL programming, Technical help desk
<b>ADVISORY SERVICES</b>	Consulting services to solve client problems, Translating business issues into stats problems, Analyzing and interpreting analytics results

HCL BPO Services is a division of HCL Technologies Limited, a Global Technology and IT Company. HCL as a group is a 31-year- old enterprise, with USD 4.8 billion revenue and 55,000 professionals who operate out of 18 countries.

HCL BPO is one of the early players of Business Process Outsourcing. With 40 customers (14 Fortune 500/ 11 Fortune Global 500), 150+ processes and 13,200+ professionals operating out of India and Northern Ireland, HCL BPO has strong domain knowledge and runs quality driven processes. HCL BPO Services ranks 3rd in Highest Satisfaction for Business Process Outsourcing by the Black Book of Outsourcing, 2007. HCL BPO Services is the largest BPO service provider in Northern Ireland and ranks 2nd in the Global Peer Group of BPO Service Providers.

Contact Us:  
**HCL Technologies Limited**  
**BPO Services**  
 marketing.bpo@hcl.in  
 www.hclbpo.com  
 www.hcl.in