Active Use of Data Mining in the Customer Life Cycle Management Process of a Telecom Operator

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ABSTRACT

The challenge of a Telecom operator, besides recruiting new customers, is to reduce the attrition rate and at the same time maintain or increase the average revenue per user, all under the greater mission to run a profitable business.

This presentation will give deeper insight on how the Swedish branch of the global Telco 3 works with strategic Customer LifeCycle Management (CLM) and the critical contributions from SAS Analytics® and SAS® Enterprise Miner™ in this process.

The highly individualized communication reaches its targets with high precision via a wide variety of channels; e.g., Invoice, SMS, MMS, DM, TM, and Self-service. Besides increased lift values and higher yield on the campaigns, everything is now launched with less effort and more efficiently in an automated process.

No paper was submitted for publication.

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