



**Agilent Technologies**

# **Target & Keep Those Valuable Customers**

**March 4<sup>th</sup> 2003**

*presented by:*

**John Clark**

# Agenda

- **What is Revenue Assurance – and how does it impact Sales & Marketing?**
- **Garbage In, Garbage Out – The value of good data**
- **The Challenge – Understanding your valuable customers and their experience of your services**
- **Delivering the data to Meet the Challenge**



# What is Revenue Assurance?

- **Considerable debate**
  - A new business discipline in its own right?
  - Just good business management?
  - An issue only for the telecoms industry?
  - Getting your billing right?



# What is Revenue Assurance?

- **Considerable debate**
  - **A new business discipline in its own right?**
  - **Just good business management?**
  - **An issue only for the telecoms industry?**
  - **Getting your billing right?**
- **“Everything we do to ensure we bring in the full, realisable, profitable revenue from our current and future business”**



# What is Revenue Assurance?

...and why is it suddenly a hot topic?

- **Because of the state of the industry**
- **Virtually every dollar added to the top line flows straight to the bottom line**



# What is Revenue Assurance?

## .... And how important is it?

### “Lost” Revenue as a Percentage of Actual Revenue

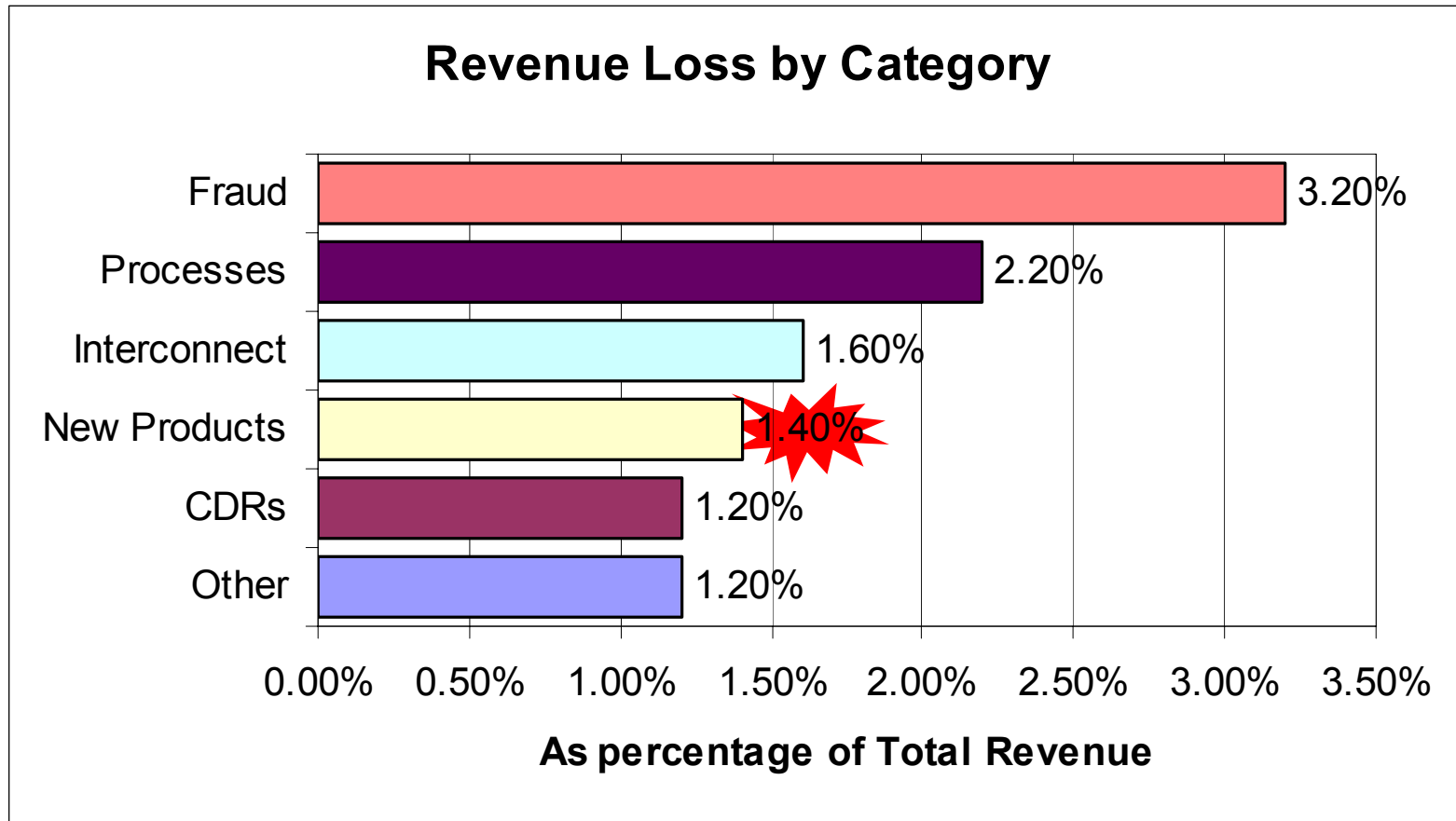
<b>BT-Azure:</b>	<b>12%</b>
<b>Cerebrus:</b>	<b>10%</b>
<b>Connex:</b>	<b>20%</b>
<b>FML:</b>	<b>10%</b>
<b>Telecoms Consultancy &amp; Solutions:</b>	<b>15%</b>
<b>Telenor:</b>	<b>12%</b>
<b>Average:</b>	<b>13%</b>



Source: IIR Revenue Assurance Conference February 2002



# What is Revenue Assurance?



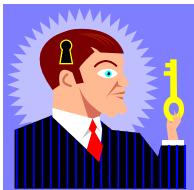
Source: BT Analysis Survey May/June 2001 of 150 representative telecoms service providers worldwide



# What is Revenue Assurance?

.... And how should Sales & Marketing respond?

- Lower the cost of acquiring customers
- Increase revenue/margin per customer
- Reduce the cost of servicing customers
- Minimise customer churn to competitors



*How can quality data help unlock full customer value?*





# The value of good data

## Analyzing the Customer Experience

- **Demographic Analysis**
  - Describes potential
  - Does not relate to actual behaviour
- **Billing Analysis**
  - Describes behaviour
  - Does not relate to experience – therefore cannot explain changes & anomalies
- **Subjective Data**
  - Describes experience
  - Expensive & time-consuming to collect



# The value of good data

## The characteristics of the perfect data source

- **Timely**
- **Aggregated**
- **Dis-aggregated**
- **Inexpensive to collect**
- **Reliable**
- **Consistent**
- **Objective**



# The value of good data

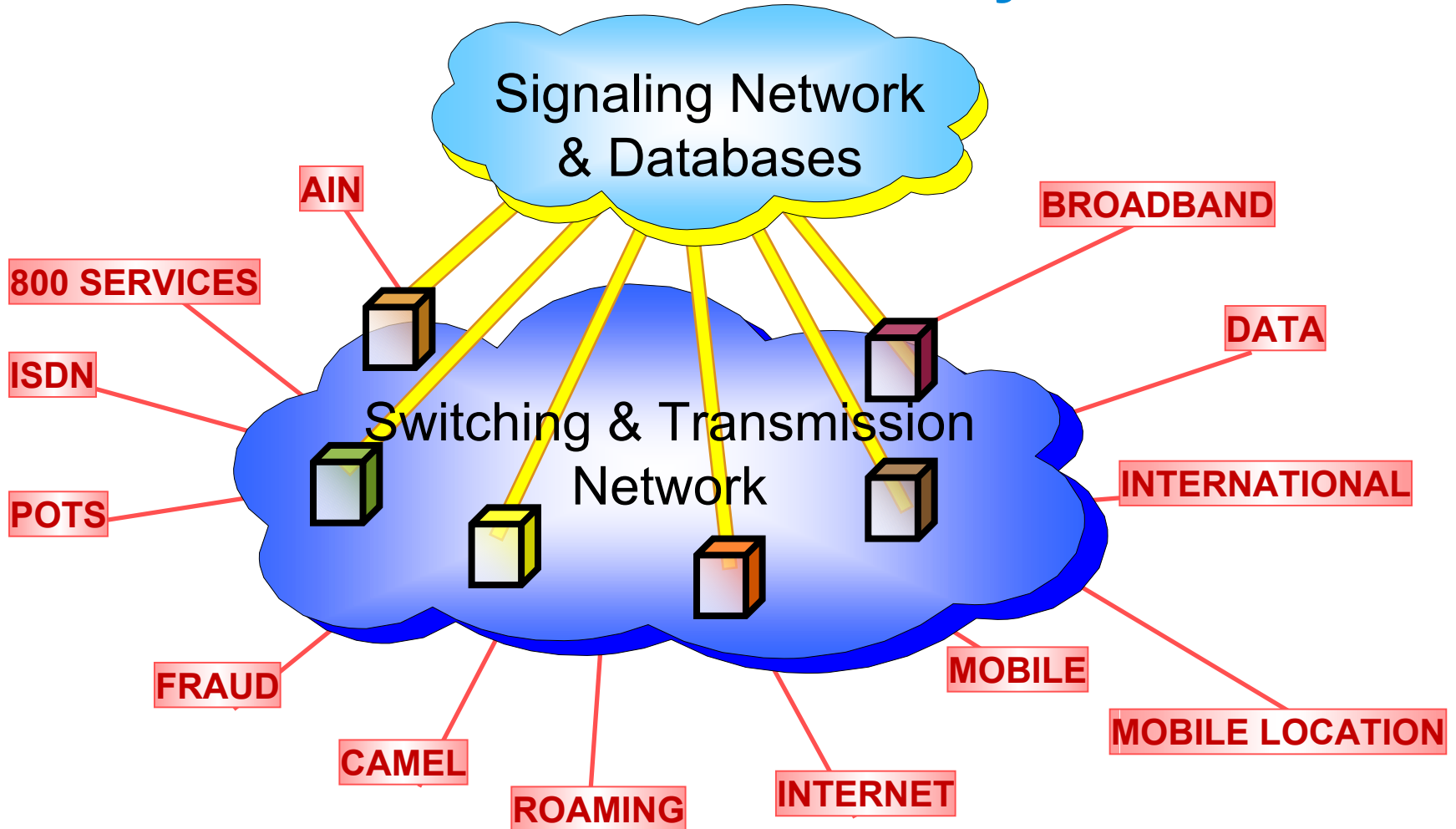
## Existing data source

- **Billing/Switch data**
  - Non-timely
  - Incomplete
  - Processed
  - Difficult to obtain
- **SS7 data**



# The value of good data

## SS7 is the network's nervous system....



# The value of good data

## SS7 is the enabler of many “new” services

- **Without SS7, there would be no:**
  - **Toll-free/Split-charge/Local Rate/National Rate Calls**
  - **Charge Card Calls**
  - **Caller ID**
  - **Number Portability**
  - **Text Messaging**
  - **Wireless Authentication & Roaming**
- **... and much more besides ...**

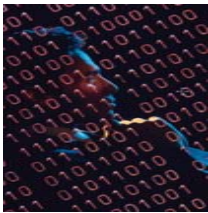


# The value of good data

## The Value Add of SS7 Data

### COMPREHENSIVE

- ✓ Correlates complex calls (AIN, 800)
- ✓ Captures calls switches don't (Interconnects)
- ✓ Shows abnormal call events (Unanswered)



### ACCURATE

- ✓ Complete record of service usage
- ✓ Times call events precisely
- ✓ Available immediately (not batched)
- ✓ Provides in-progress call data



### EFFICIENT

- ✓ Consistent output format
- ✓ No need for complex mediation
- ✓ Imposes no load on network equipment
- ✓ Scalable, superior to sampling



***“SS7 data is richer, faster, cheaper than any comparable switch or billing data...  
...acceSS7 allows every record to be analyzed, avoiding the limitations of the  
aggregation and sampling techniques traditionally used for customer analysis”***



# Understanding your customers

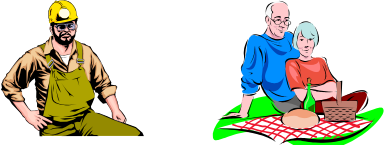
## Would you like to....

- **Launch a new service in 3 different markets with 3 different price models.... And know which had the biggest take-up rate in the first 24 hours.... Within 24 hours?**
- **Understand the effect of Quality of Service on your new service launch.... As experienced by your customers?**
- **Segment your customers by their service usage?**



# Understanding your customers

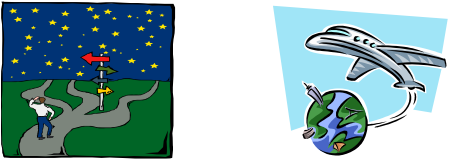
1. Understand who the customer is



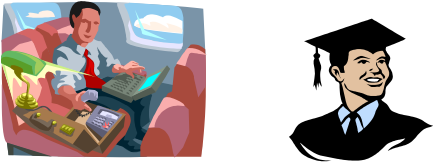
**SEGMENTATION**



4. Anticipate customer's changing needs over time



**TAKEUP/TREND EVALUATION**



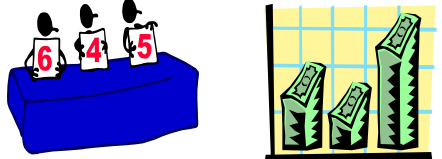
2. Discover which services the customer values most



**USAGE ANALYSIS**



3. Know which customers are the most valuable (80:20)



**SCORING/PROFILING**



*The Customer Relationship Management (CRM) industry has evolved to help Service Providers perform and automate these tasks*



*SS7 provides a unique insight into what's happening in your networks and can add significant value here!*





# Understanding your customers

## Telecom CRM – How can Agilent Help?

- Our primary field of interest is “Marketing Management”, which involves
  - segmentation and selection of customers
  - design, execution and measurement of marketing campaigns
  - analysis of campaign results to more efficiently target customers

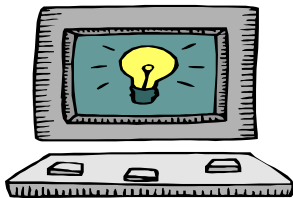


***SS7 Data can add value to the Marketing Management process***

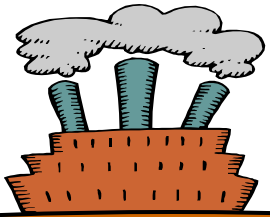


# Understanding your customers

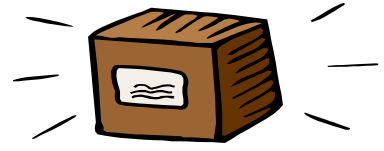
CONCEPTUALISATION



MARKETING



PRODUCT OR SERVICE



MARKETING WORKFLOW



SEGMENTATION

Identifying customer groups to receive the marketing message or offer

PERSONALISATION

Customized message content for individual customers or groups

EXECUTION

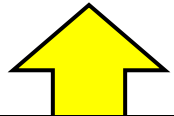
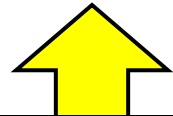
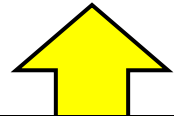
Delivering outbound messaging to the target customer segment

RESPONSE MEASUREMENT

Tracking customers' response to the message or offer

RESPONSE MODELLING

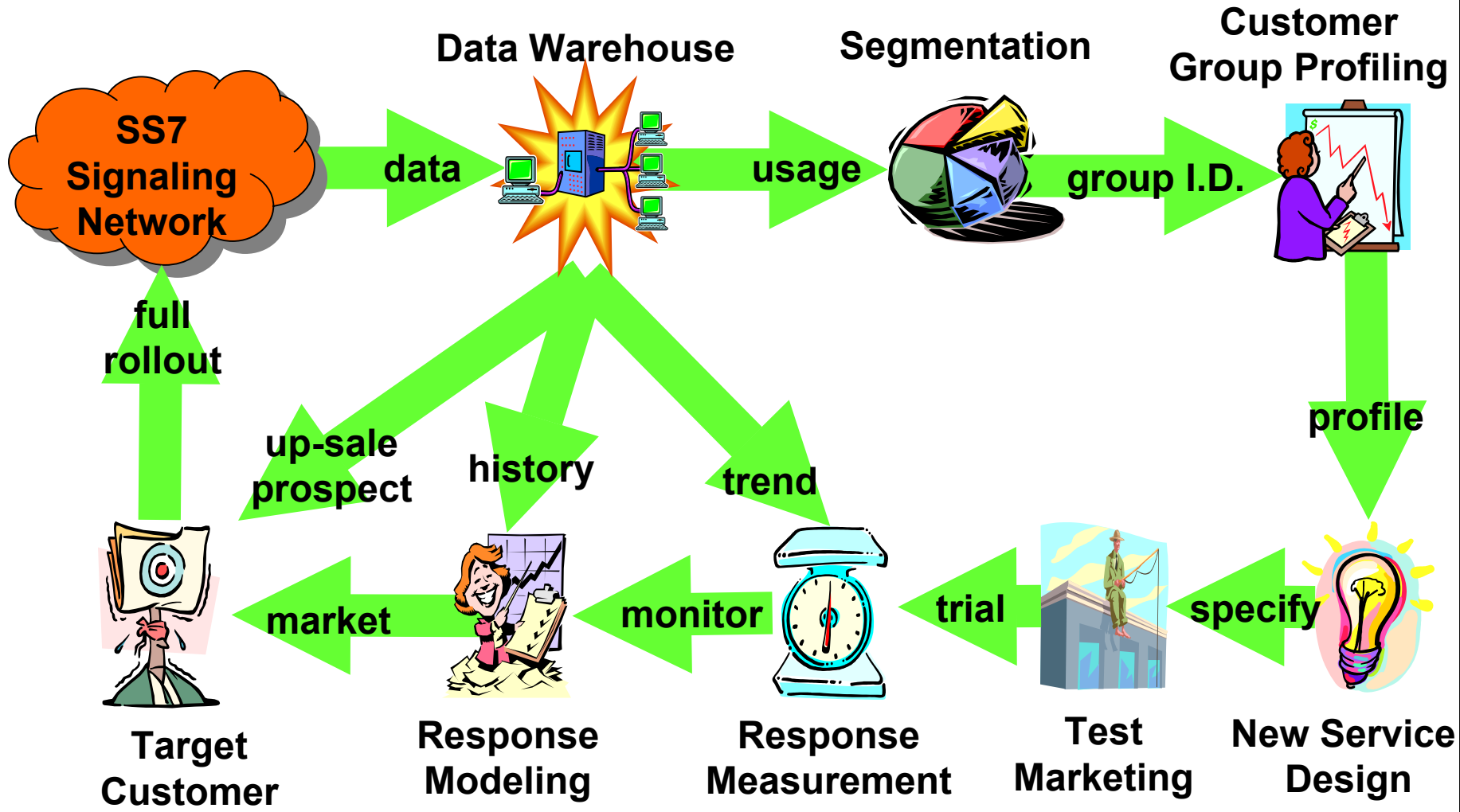
Development of models for future marketing efforts



*SS7 provides critical information about customers that is not easily available elsewhere!*

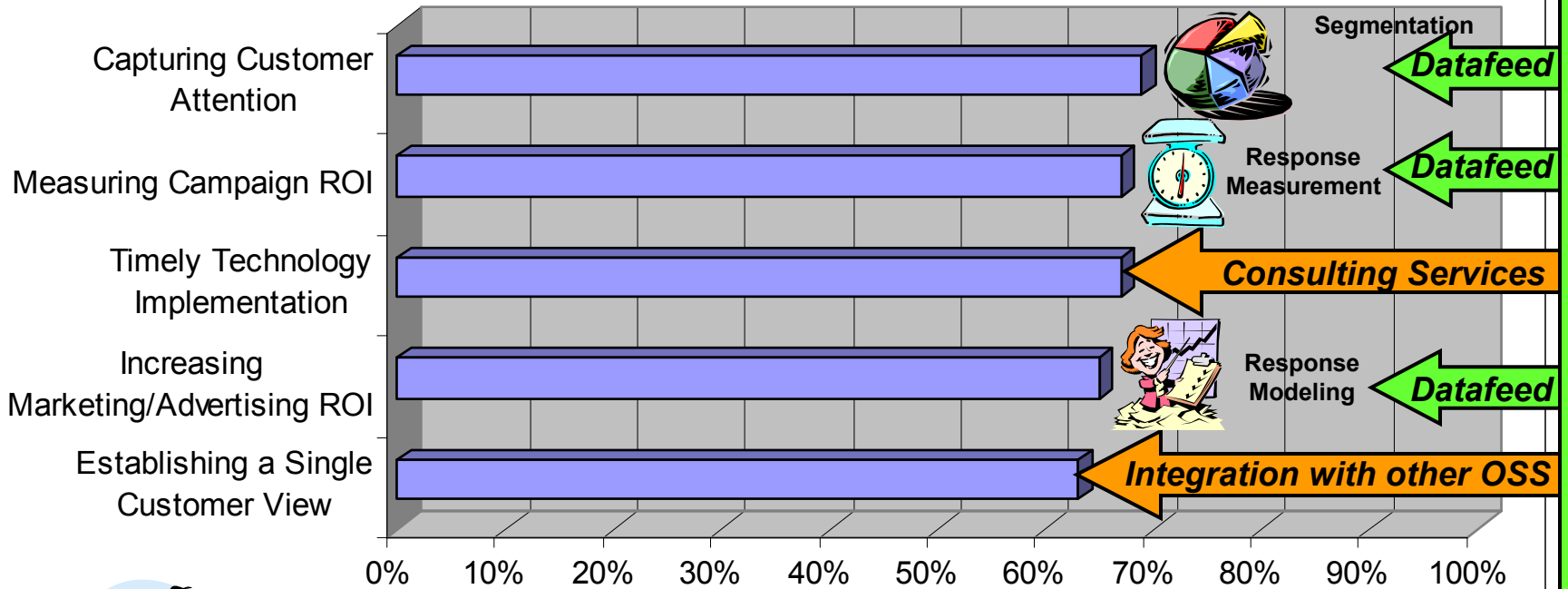


# Understanding your customers



# Understanding your customers

source : accenture



...SS7 Signaling Network...



**SS7 data is a winner for 3 of the top 4 challenges, including both the top 2**



# Delivering the Data

Valuable Information to run network & services and make timely decisions

**Historical Analysis**

**Real Time Analysis**

Track & threshold  
alarms

**Data Alarming**

Historical Trends to  
help planning

**Data Trending**

Real Time Network  
trends trackable

Flexible Reporting tool –  
easy to use

**Data Analysis**

Standard Reporting  
Interface

Flexible Business Models  
to make decisions

**Data Summarisation**

KPIs

Correlation of  
Data types

**Data Management**

Automated Data  
Transportation

Reliable Data  
Feed

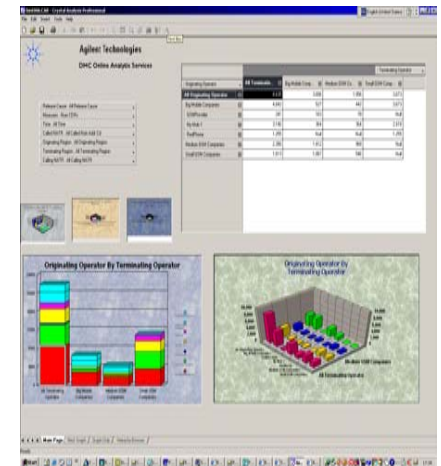
**SS7 CDRs & TDRs**

Real Time  
Data Feed



# Delivering the Data

- **Data Management Component (DMC)**
  - Central Repository of **SS7 CDRs & TDRs**,
  - Correlates different data records relating to one call or transaction
- **Data Mining Toolkit (DMT)**
  - ◆ Easy to use product enabling **flexible reporting** on top of the DMC.
  - ◆ Make it **easier to make business decisions** based on the available data.
  - ◆ Provide a **route to make decisions** based on complex multidimensional elements.
  - ◆ Provide **access to consistent set of data** for multiple departments.
  - ◆ **Generate any report the way you want** – seamless interface with Microsoft tools.



# Summary

- **Acquire, manage and retain customers more efficiently**
- **Command customer loyalty by offering services which fit their individual needs**
- **Improve take-up rate of new services**
- **Optimize productivity by focusing on the most important customers**
- **Minimal cost: gain leverage from existing acceSS7 infrastructure**



***Using SS7 data to support Marketing Management can improve your core business results***



# Revenue Assurance Workshop

**Would you like a FREE customized Revenue Assurance Workshop at your site that will explain how to find more revenue from your network?**



- **Enable cross functional understanding of how the solutions can directly affect your business**
- **Show functional examples of how Agilent solutions address specific problems**
- **Demonstrate how Agilent's solutions can help identify problems faced by your company**

**Fill out the evaluation form at the end of this presentation and check "yes" for our free workshop.  
An Agilent Representative will contact you soon.**





# Agilent Revenue Assurance eSeminar Series

Archived

Wholesale Billing

Ensure Interconnect  
Partners Pay for What  
They Use

Sales & Marketing

**TODAY**

Target and Keep Those  
Valuable Customers  
Tuesday, March 4th  
11:00am PST

Archived

Fraud & Wholesale

Exposing  
Unscrupulous Activity

Network Management  
& Planning

Optimise Your Traffic  
& Profit from the Results  
Thursday, March 6th  
11:00am PST

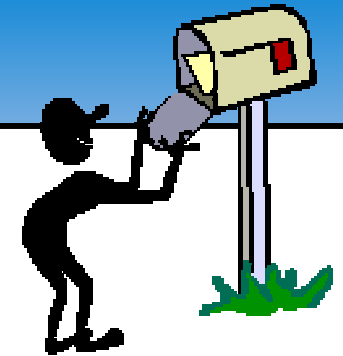
[www.agilent.com/comms/revenue](http://www.agilent.com/comms/revenue)

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