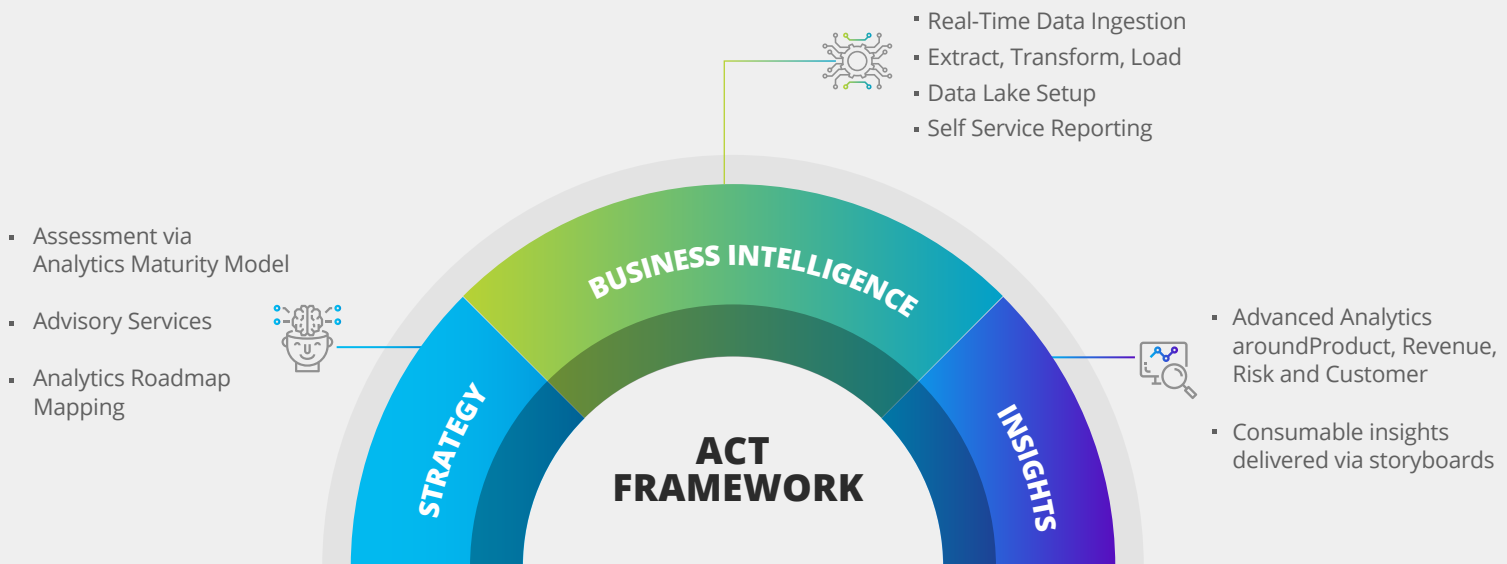


# SUBEX ANALYTICS CENTER OF TRUST (ACT)

Subex ACT framework is a solution to transform organizations from traditional to digital business through the power of data. It builds trust in analytics program, making it a powering factor in organisations and drive business centric and customer centric strategies by focusing on People, Process, Technology and Data to drive business decisions.



## BENEFITS

-  Enhance Revenue Growth
-  Proactively Mitigate Risks
-  Reduce Churn and Increase ARPUs
-  Optimise Product Performance
-  Increase Customer Acquisition
-  Identify New Growth Avenues

# The TRIFECTA Approach

Our ACT Trifecta acts as a guiding principle to enable organisations leverage the right data to build customer-centric and business-centric strategies



Some of the areas where we can help:

## 01 PRODUCT ANALYTICS

- Understand product 360° catalogue in terms of revenue, margin and price sensitivity analytics
- Optimising through product recommendation model (Next best model) and what-if scenario modelling
- Design new product launch based on existing product performance and customer usage profiles

## 02 CUSTOMER & CAMPAIGN INTELLIGENCE

- Enable revenue growth through cross sell and upselling
- Customer 360° based segmentation to enable targeted campaigns
- Churn prediction to enhance value retentions

## 03 CELL-SITE ANALYTICS

- Measure multiple cell-site wise revenue KPIs
- 2G to 3G to 4G upgradation recommendation from revenue point of view
- Prioritisation of cell-sites to manage proactively
- Predict network congestions and ensure customer satisfaction

## 04 SOCIAL NETWORK ANALYTICS

- Identify communities by mining raw CDRs to enable segmentation opportunity
- Identify key influencer within each community to ensure maximum diffusion of marketing messaging
- Proactively identify risk of churn and opportunity for acquisition from call network

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