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Alteryx for Wireless Service Providers

Achieving 4G Network and Customer Insight

Alteryx's intuitive workflow for data blending and analytics leads to deeper network and customer insight in hours vs. weeks.

Eight of the ten largest wireless carriers in the U.S. rely on Alteryx Analytics to make swift and accurate strategic decisions that impact their bottom line.

As a wireless carrier, you probably spend many sleepless nights worrying about how to expand your subscriber base in today's highly saturated wireless market. With more wireless devices in the U.S. than the entire U.S. population[1], that's no easy task.

What's more, the high rate of customer churn can give even the largest wireless carriers heartburn. You know that retaining your existing customers is paramount to your success—and your valuation on Wall Street. You also know that investing in the latest, fastest technologies, such as LTE, is crucial to protecting your market share and ensuring customer loyalty.

But how do you prioritize these network investments? Which investments have the greatest effect on your most profitable customers? And which new markets have the most potential?

Unfortunately, most of the analytical tools available to wireless carriers today fall short in helping you make these strategic decisions quickly and accurately. Why? Because they don't integrate all the data you need to make the right decisions. Some tools enable you to analyze vast amounts of Per Call Measurement Data (PCMD) or drive test information from your Operational Support Systems (OSS) so you can review RF propagation, but don't allow you to overlay information about customers or prospects. By the time you've manually collected and manipulated the information, the market opportunity has passed you by. Other tools let you pull reports on customer information from Business Support Systems (BSS), such as billing records and customer care history, but don't allow you to correlate that data with the dynamic technical information stored in your OSS, rendering it much less useful.

What wireless service providers like you need is a solution that enables you to integrate your vast amount of disparate technical and business data, with detailed demographic, firmographic, and telecommunications-specific market data in a common environment. With the right analytical tools, you could gain new insights, such as which investments will impact the customer experience—and your bottom line—that can help you grow revenue and improve profitability.

1 CTIA "U.S. Wireless Quick Facts" http://www.ctia.org/advocacy/index.cfm/AID/10323

Inspire deeper insights with data blending and advanced analytics

Alteryx uniquely enables you to make the right strategic decisions using all critical business and technical data available to you—from any source—quickly and easily. By integrating this data to gain new insight, you can grow business within your current markets, as well as discover new opportunities elsewhere and seize them before your competition. What's more, this sophisticated analysis can be done by existing employees, rather than by expensive consultants or statistical data scientists.

Alteryx allows you to bring together data from a virtually unlimited array of data sources:

- **Technical data**
  Import RF propagation plans, drive test results, and call detail records (CDR) with support for industry-standard GRD/GRC gridded file formats and massive data processing capabilities

- **Customer data**
  Easily extract customer information, including billing history, customer support details, and handsets used

- **Prospect data**
  Include sales and marketing data from Customer Relationship Management (CRM) applications to assess the proximity of lucrative prospects to your network

- **Household/business data**
  Easily match household and business segmentation data for the United States to your internal data and get detailed projections on network spending, bandwidth consumption, and behavior/psychographic insight without the cost of additional services

Grow your business intelligently

Growing revenue in today's saturated wireless market often requires you to look outside your current territory to identify underserved markets. Using market insight and location intelligence, Alteryx can help you find these areas and prioritize opportunities to expand your business.

Alteryx allows you to combine demographic and firmographic data with customer information, so you can develop profiles of customers and identify top prospects in each market. With Alteryx, you can make a comprehensive assessment of market potential, so you can determine where it makes sense to expand—and where it doesn't.

With Alteryx, you can answer the most critical strategic questions, such as:

- How big—physically and financially— is the market?

- Does the demographic make-up of residences vary across the service area and how much do they spend on similar services?

- Where are the headquarters, remote offices, and home-based businesses located? How many employees work at each location?

- Who are the most lucrative candidates for a particular service?

- Where should you install wireless base stations to serve the most lucrative customers and generate the most revenue?

Once your network is installed, you can focus your prospecting efforts by creating highly segmented marketing campaigns with targeted and customized messaging based on demographic and frequented location information, service experience background, and existing contract details. You can even monitor what existing and prospective customers are saying about you on social media networks, such as Facebook and Twitter.

As an alternative, you may decide to buy another carrier or just specific network assets. The robust spatial capabilities of Alteryx allow you to get a complete view of physical and employee resources across multiple companies, so you can identify equipment redundancies, optimal retail locations, and other details and select the right partner.

A well-known wireless service provider is gaining significant engineering efficiency with Alteryx, improving its Engineer-to-Tower ratio from 150:1 to 300:1 with strategic insight into coverage levels and the ability to predict future service requirements.

Minimize churn and maximize your brand

In today's competitive wireless market, many carriers see three to five percent of their customers churn every quarter. To put that into perspective, a carrier with approximately 10 million subscribers and industry-average revenue per user (ARPU) of $50 per month, experiences an exodus of $30 to $50 million in lost revenue, compounded per quarter.

To minimize the churn of existing customers and maximize brand and service perception among potential new customers, your attention to customer satisfaction is key. With Alteryx, you can reduce your churn rate by introducing Customer Experience Management (CEM) into your strategic operations.

Integrating business information from your BSS, such as length of contract, minutes of usage, handset history, and frequency/duration of customer support calls, with technical information from your OSS systems, such as location information, RF coverage, call failure codes, and frequency/duration of outages, Alteryx uniquely enables you to assign individual customer experience scores.

This metric, which can be weighted according to your individual business rules, allows you to easily segment customers so you can target at-risk, high-value customers with retention campaigns. You can also route incoming customer care calls based on the customer's score to speed problem resolution and arm support personnel with the appropriate details before connecting the customer.

Put the right equipment in the right place at the right time

Investing in the latest technologies, such as LTE, *before* your competitors is crucial to protecting your market share and ensuring customer loyalty. Once you've made the decision to move from 2G/3G to 4G, then you must strategically roll out the new technologies. But how do you determine which equipment to install where—and when—to address the needs of your highest-value customers first?

With Alteryx, you can combine internal data from your OSS, BSS, CRM, and RF Planning systems with demographic and firmographic data from leading third-party providers. You can maximize the value of your capital budget by prioritizing the introduction of new

Alteryx can make Customer Experience Management a critical part of your customer retention strategy

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Assessment of Customer 4290110

Customer Monthly Spend: **$114**

Customer Yearly Spend: **$1,368**
Based on call connection criteria,
This should be a **At-Risk Customer**
with a composite score of **14**

Weighted Call Scores

Churn	Complaints	Dropped Calls	Coverage	Tower distance
2	2	4	6	0
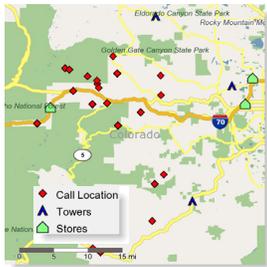
Minutes of Use

Total MOU	Avg Call Length	Total Calls
1,039	42	25

Tower usage

Ini. Cell Site Num	Ini. Sector	Count
94	1	222
94	3	136

Customer Information

Mary Jones   Mosaic Group - 3
3850 Iris Ave   Mosaic Cluster - D04 Small-town Endeavors
Boulder, CO 80301   D04 Small-town Endeavors

Length of Service: 42 Months   Handset: Moto A100
Remaining contract: 6 Months   Plan: Ntwd Unl./Txt100/DTA2

About Alteryx

Alteryx is the leader in self-service data analytics. *Alteryx Analytics* provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the *Alteryx Analytics* platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics—predictive, statistical, and spatial—using the same intuitive user interface, without writing any code. Thousands of companies and data analysts worldwide rely on Alteryx daily. Visit www.alteryx.com or call 1-888-836-4274.

equipment by market—and the right locations within those markets—so it generates the most revenue over its useful life.

What's more, you can use Alteryx to proactively address network coverage gaps by overlaying detailed demographic and firmographic information on top of RF coverage information. Alteryx also allows you to identify gaps in your competition's networks, so you can reach out to their customers with attractive offers to switch providers.

Leverage our vast industry experience

Alteryx Analytics leverages the experience of Alteryx as a trusted analytics supplier to many of the most prominent wireless service providers. *Alteryx Analytics* includes specific capabilities optimized for the unique analytic needs of communications service providers, including:

- Communications-specific analytic tools that combine massive volumes of disparate technical and business data, including geographically-oriented information, with unparalleled speed, accuracy, and support for the most common industry data types

- Comprehensive analytic apps that provide actionable insight for common business and technical challenges in formats that range from reports to charts to maps, or as data to feed other systems or visualization tools such as Tableau

Make the right strategic decisions at the right time with Alteryx

As the proliferation of LTE continues, you are making strategic decisions that will have a long-term impact on revenue and growth. Decisions such as which wireless markets and towers have the highest potential for revenue, which customers are the most profitable targets, what are the best-performing retail locations, and which competitors pose the greatest competitive threat, are on every wireless carrier's radar daily.

Alteryx Analytics enables you to integrate your vast amount of disparate technical and business data, with detailed demographic, firmographic, and geographic data in a common environment. With Alteryx, you can make the right strategic decisions, at the right time and with the right data, positively impacting customer behavior, profitability and your bottom-line.
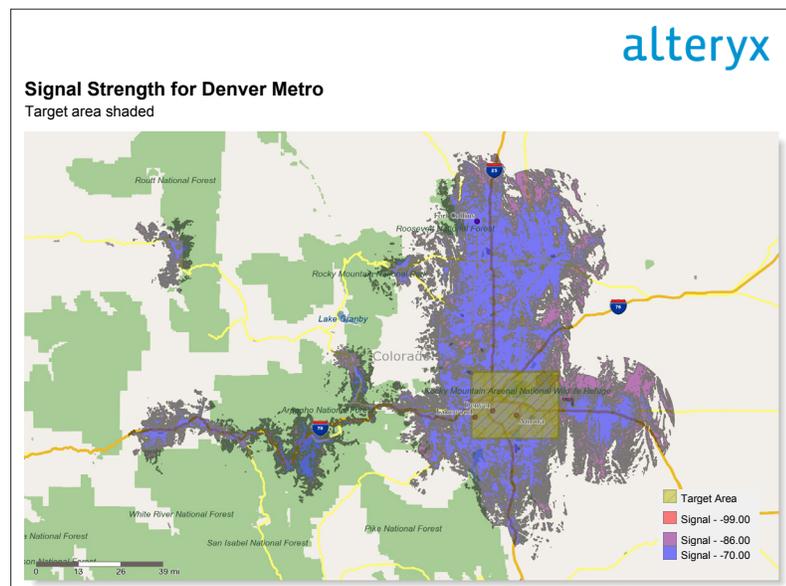
By combining signal strength with demographics, Alteryx helps you pinpoint the ideal locations for new equipment

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