

Telco Case Study

The Telco is a Tier 1 Global Telecom operator and provides Enterprise connectivity solution in addition to many other products and solutions to Enterprise customers, which are a mix of Indian as well global corporations, Govt, SME and Carriers. Its strategic focus is to be a trusted and valued partner for business in a digital world.

The Telco Enterprise business teams have a goal to improve the KPIs of the existing enterprise products (conversions, feasibility, capex optimization etc.).

A few key business requirements :

- Increase sales conversion rate from the current level
- Identify specific gaps / areas for improvement
- AI/ML based analytics in Enterprise solutions
- Near-Real time Access of latest Information to business users
- Introduce new use cases to increase revenue

Striatum Technologies was selected by the telco to provide a data analytics based solution . Striatum has deployed a data analytics tool and analysed feasibility data. The strong visualisation / dashboarding tools have been used to present analysis/hypothesis/insights to the telco team to increase conversion & revenue for their enterprise products. Some of key insights presented to telco were :

- Capex optimisation amongst requests coming from the same Latitude and Longitude
- Capex optimisation for different bandwidths
- Conversion optimisation across different BTS nodes
- Conversion optimisation for Top 50 Enterprise customers of the telco
- Unused access capacities and areas/locations/clusters that can drive business upside

Striatum provides cutting edge technology and solution that are deployed making use of ML / AI models to make conversion of feasibility requests more predictable. This enables the telco to focus on feasibility requests which have greater chances of conversion and provide near real time access of latest information to the business users.