



Telecommunications

Improve acquisition and retention with a more accurate understanding of consumers.

In the highly competitive telecommunications industry, consumers are searching for service providers that understand their needs and deliver exceptional results. As telcos look to expand their footprint and grow their business, a deep understanding of their subscribers and prospects is key. Switchers, churn risk, householding, high-value customers and the ability to understand behavior that drive outcomes through AI and predictive modeling all come together to achieve growth.

To learn more about your subscribers, start with the data you are collecting today, then look at enriching that with high-quality third-party data.



Using Mobilewalla You Can:



Reduce Churn

Minimize attrition by understanding customers at risk of churning and score them to quantify that risk.



Manage Telco Switchers

Identify customers who have switched carriers in the past and create a switching propensity score for consumers at large.



Analyze Market and Flow Share

Identify fixed wireless connections to analyze competition and changing consumer dynamics.



Identify Households

Identify households in a given geography and discover predictive features to understand the propensity of acquisition, retention, churn and ARPU expansion.



Disambiguate Subscribers

Understand the users behind the post-paid subscriber accounts and map usage to these users.



Expand Network Planning

Fill in missing consumer insights to stay ahead of the demand for mobile usage and data consumption.



Acquire Predictive Data Features

Capture new insights to supplement internal data and acquire predictive data features to learn about competitors' subscribers.

About Mobilewalla

Mobilewalla is a leader in consumer intelligence solutions, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict customer behavior.

With rich insights into consumer behavior, our proprietary solutions help organizations get more out of their AI investments by making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers.

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