

Self-Learning Live Predictions

The power to know soon enough and to act at the right time.



Transform raw data into actionable insight

All Telecom operators have access to vast amounts of data. Only those operators who rapidly transform this data into accurate, actionable information will have the competitive advantage.

Traditional Data Warehouse based analytics are often complicated, requiring both a significant amount of time and qualified expertise to operate. These obstacles make it nearly impossible for operators to find the relevant data, generate usable information and determine the appropriate measure before it's too late and the information is out-of-date.

Employing real-time Predictive Analytics optimized with Telecom models and streamlined processes, which are fast, easy and agile, are today required for operators to plan the right action and execute exactly when needed.

The power to anticipate customer behaviour to...

act before it is too late

The real cost of customer churn is measured in lost revenue and the cost to replace those customers, so it is key for operators to understand precisely the customer behaviours that signal churn risk, quantify that risk and be ready to act before the customer is lost.

Predicting that a customer is at risk of churn while he is still active and having the ability to react automatically within a short timeframe represents an exceptional chance to retain that customer and ultimately to increase NPV.

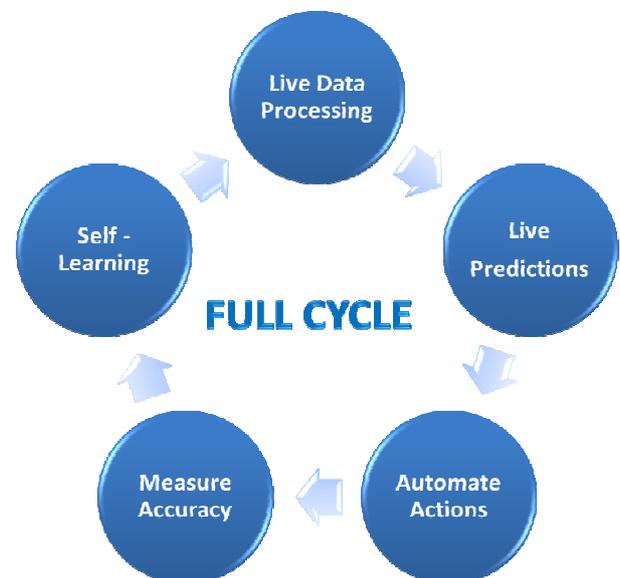
with the right actions

Poorly targeted campaigns lead to lost revenues and lost opportunities. Campaigns that employ usage and behaviour prediction, however, can reduce costs by 75% while at the same time increasing uptake rates.

Forecasting the individual customer's behaviour changes is critical to execute relevant actions in order to extend the customer's lifecycle, stimulate usage, encourage VAS adoption and ultimately, boost ARPU.

ActCore RPM

With Telecom grade data volume support the ActCore Real-Time Predictions Management application suite (ActCore RPM), featuring [Self-Learning Live Predictions](#), offers the accuracy and speed essential to fight churn, stimulate usage and boost ARPU, especially for rapidly evolving and restless prepaid markets.



Advanced data model

ActCore RPM aggregates and records a remarkably high amount of customer data, including both CDR, top-up and lifecycle events. These events are analysed in real-time and used to populate ACT750's patented compact and efficient data model, enabling lower cost, live analytics and superior business intelligence.

Agile and powerful processing engine

The ActCore platform uses powerful and agile technologies to process and analyse in real-time up to **500 million events per day**. The resulting information is stored locally, without the need for costly integration with a Data Warehouse.

Live Banking risk management techniques

ActCore RPM uses banking industry risk management technology as a foundation for pre-emptive reporting on customer activity, usage, revenue and churn risk **several months in advance** to offer unbeatable live predictions.

Stable prediction accuracy

Not only does ActCore RPM use more data, but it employs a sophisticated Bayesian inference Multi-Model technology capable of self-learning with automatic variable generation and selection, in addition to automatic modelling and training. This process ensures that changes in audience or competition actions are automatically accounted for, **guaranteeing precision over time**.

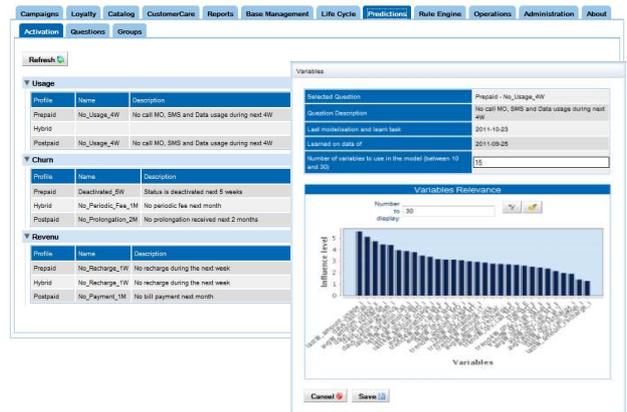


Reliable live predictions

The predictive models are **automatically supplied** with up-to-date customer usage trend indicators. Individual customer predictions are made live, enabling Telecom operators to act against those users that require immediate attention. Prediction accuracy is reported regularly and fed back to **constantly sharpen the models' precision**.

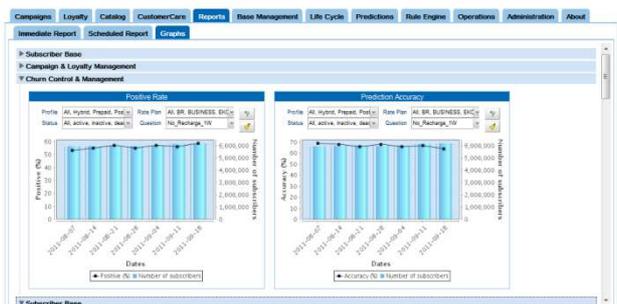
Enhanced productivity with accessible technology

ActCore RPM uses data model and processes specifically optimized for Telecom operators to provide **unbeatable prediction accuracy and speed**. Operators do not need an extensive team of analysts and data miners anymore, as ActCore RPM technology **minimises complexity** and **accelerates both analysis and decision making**. The end result is unrivalled predictive capability that is both easy and efficient to operate.



Powering personalised campaigns

Targeting the individual customer with below the line campaigns according to his predicted behaviour ensures Telecom operators maximise the value of their subscriber base and minimise windfall effect. Conversely, Telecom operators running unselective campaigns without an accurate predictive insight usually experience low uptake as well as value destruction from their inappropriate offers. ActCore RPM, working in tandem with ActCore CLM, delivers an indispensable Full Cycle solution, with Live Predictions that automate Personalised Campaigns at precisely the right moment. This powerful combination not only provides detailed before-and-after reporting but also self-learning from campaign impact and customer uptake achieving **Best-in-Class precision**.





“Successful organizations will be those that not only seek out the early signals of change, but understand the implications of those patterns and act quickly enough to realize the value through business activities.”
Steve Prentice, Vice President and Gartner Fellow

Performance facts

ACT750 Self-Learning Live Predictions performs **500 times faster** than traditional Data Warehouse based solutions. Capable of handling more **than half a Billion Transactions per day**, this solution supports live customer data gathering and analysis while simultaneously serving tens of campaigns in real time.

ACT750 Self-Learning Live Predictions has proven to be **2 to 3 times more accurate** compared to traditional Predictive and Analytics solutions on the market. The underlying Bayesian inference multi-model technology and processes not only enable the predictions to be truly Live, but also correctly **signal 9 out of 10 churners several months in advance**, putting ACT750 Self-Learning Live Predictions at the top of the class.

Operator Benefits

Reducing churn means higher ARPU, positive NPV and increased stickiness. Similarly, reducing inactivity prevents churn and contributes to **maximising customer spend and tenure** both resulting in higher revenue for the operator.

Thanks to the self-learning feature of ActCore RPM, operators benefit from **long term stability and efficiency** in their predictions.

Process automation, straightforward integration and modelling assistance allows marketing and IT staff to spend less time configuring and maintaining the system, and more time using it to stimulate usage and reduce churn.

By using the best prediction available, Telecom operators **target only the right customers**, such as those who are susceptible to churn; using the prediction Live, they also target the customers soon enough and at right moment, for instance before churn is irrevocable.

While traditional methods will be based on less accurate targeting, ActCore RPM drastically increases efficiency, rationalizes campaign and retention costs, provides higher success rates and **a complete ROI in a matter of weeks.**