



Challenges

- Data is spread across multiple siloed enterprise systems and personal devices – inside and outside the firewall
- The conversion of unstructured data is manual and expensive – not automated operationally
- Data and its context is constantly changing – not made actionable in real-time
- Consumer privacy regulations

xPatterns CSP Benefits

- Reduce churn
- Personalized experiences - connect with your customers on a deeper level
- Privacy Protection - consumer preferences are never revealed
- Real-time semantic and contextual relevance to deliver personalized content and promotions

xPatterns Difference

- **Self-discover** patterns and concepts in unstructured data
- **Find indirect relationships** between concepts
- Identify patterns and concepts to **drive action in near real-time**
- **Dynamically refine** relevance through interaction

Monetize customer intelligence through a holistic view of your subscribers

The combination of unstructured and structured data can provide customer insight that was previously unseen and give your organization an edge on the competition. This new insight can be used to inform strategic decisions on how to increase customer satisfaction, reduce churn, and significantly lower operating costs. Furthermore, by effectively leveraging holistic customer insight, you can offer a more personalized customer experience.

Challenge for Communications Service Providers (CSPs)

Churn is a key metric for many subscription-based businesses and no more so than for the world's major telecommunication companies. Despite many major new product offerings over the past 10-15 years, much of the core Telco business globally is still driven by fixed line subscriptions, both voice and data, with low customer awareness of broader offerings. One approach is to create bundles of new products with current products in an attempt to upsell customers to new product offerings. However, it can be difficult to create packages that resonate with customers without rich insight into their current behavior and needs.

xPatterns Difference

xPatterns can automatically discover themes and concepts from unstructured data and structured data, such as descriptive text in call center notes, customer service emails, billing systems, and marketing and online portals – enabling you to derive new insights faster in real-time for better decisioning.

Traditional approaches to understanding unstructured data involve natural language-based text analytic solutions which are manually intensive and expensive to create and maintain.

With software that goes beyond the obvious keyword, xPatterns finds the words we would not think of to describe the information contained within documents. It then calculates the relevance for each document in an effort to scientifically estimate what is relevant to the search and what is not.



Why xPatterns for Communication Service Providers

xPatterns enables a wide range of solutions for your organization, spanning the development of new products and services to enhanced customer care.

A high-quality end-user experience that leverages xPatterns will differentiate you from the competition and provide significant benefits.

New customer insights can power your applications to:

1 The Customer watches a music video, browses the web about the band, and engages social network friends.

2 This activity flows through the CSP to reach any number of partners.



3 The customer's persona learns based on interactions & behavior.

4 Relevant offers are presented to the customer.



5 Transactions now benefit the Telco, the Enterprise, and the Customer.

- **Prevent churn** - Integrate data from multiple sources to identify attributes that increase risk of churn for specific subscribers.
- **Enhance mobile search** - Extend effectiveness of search by linking products, services, restaurants, locations, and people to find more relevant businesses and support integrated and easy to use functionality.
- **Enhance mobile entertainment** - Integrate preferences from mobile, web, and TV usage to promote more relevant content and choices.
- **Personalize experiences** - Connect with your customers on a deeper level to deliver highly personalized experiences across devices (mobile, web, TV)

With the ability to implement consumer controlled personas with your xPatterns implementation, you can add a new dimension of insight to the display of relevant content (news, social media, local relevant information, etc.), people (tweets, facebook posts, contacts, emails, etc.), applications (new relevant apps, etc.).

Benefits include:

- **Real-time semantic and contextual relevance** - Determine the relevance of your content and promotions in real-time to the semantic meaning of consumer preferences and interactions.

Privacy protection (optional) - Consumer preferences are never revealed to your business directly – just real-time relevance scores. A set of industry backed consumer centric privacy policies eliminate the risk, financial cost, and brand impact associated with breach and privacy. Enhance your consumer privacy brand!

**START HARNESSING THE WEALTH IN
YOUR DATA TODAY**

Contact xPatterns for more
information

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