



# Data-Driven Connections for the Telecommunications Industry

Building lifetime customer relationships supported by high quality data

In an increasingly competitive landscape, telecommunications companies must differentiate themselves by adopting a customer-centric approach. This involves understanding customer preferences, rendering services according to those preferences and delivering an outstanding customer experience at every touchpoint. The road to this end point is paved with quality data.

### Data driven growth

Despite a saturated market, there is a promising opportunity for telecommunications companies to offer additional services to current customers, which hinges on developing strong customer relationships.

Bad data thwarts telcos from selling more to current customers. Duplicate records, multiple names at the same address, typos, non-standard data formats or misfiled data wreak havoc on customer relationships.

Behaving like a virus, bad data starts with one record and spreads to multiple databases, preventing you from understanding customer purchasing habits. It also explains your undeliverable mail, and why your CRM is not providing the anticipated results.

### Challenge for telecommunications providers

The better you understand your customers, the brighter your future. The road to this bright future is paved with high quality data, arrived at via the data management process. The true value of data management becomes quite clear as soon as real numbers are applied.

From a prospect database of 100,000 names, an organization utilizing best practices will have 90,000 usable records versus a typical company's 75,000; at every stage thereafter, the strong company has a larger pool of prospects with a higher probability of closing. In the end, that leads to 66% more revenue for the company with high-quality data management, according to SiriusDecisions.

### Smart, efficient solutions

It takes \$1 to verify a record as entered, \$10 to cleanse and de-dupe it and \$100 if nothing is done, as the ramifications of mistakes are felt over and over again. Dubbed the "1-10-100" rule by SiriusDecisions, the impetus is to get data right from the starting gate.

Although it requires an up-front investment, improving data quality is not only worth it, it is something that organizations can't afford not to do.

At Pitney Bowes, we build data quality into all our analytics because the results are only as good as the data they are based on. Better data, data integration and data enhancement provide the foundation for better business decisions and communications.

*“A study of more than 140 companies found that, on average, companies estimated they were losing \$8.2 million a year because of poor data quality.”*

**Gartner,  
2009**

**A telecommunications firm lost \$8 million a month because data entry errors incorrectly coded accounts, preventing bills from being sent out. (TDWI)**



Bad data can stop you in your tracks—especially when a rep cannot accurately identify what services an individual or household uses today.

Well integrated data management provides a true 360° degree view of your customers—so you can overcome the challenge of disparate data sources and sell across every touch point.

Data verification during customer activation is critical for preventing fraud and reducing inconsistencies in customer records.

### Top-quality customer intelligence drives sales and marketing

In the highly competitive telecommunications marketplace, comprehensive and accurate data can help you relate to customers on a more personal level, understand their individual desires and deliver first-class service. This level of insight enables you to deliver customer bundle optimization—creating the right selection/combination of mobile, Internet, TV, landline, text and data services. When you thrill your customers with great service, you can increase sales effectiveness, share of wallet, customer retention and profitability.

### Enhance credibility with accurate names and addresses

Your customers are wondering why you can't get their name right. With reliable data quality, you can improve customer satisfaction at every touch point and across various departments including billing, marketing and customer support. You'll increase customer satisfaction with greater bill clarity and faster response times. You'll also gain the confidence needed to personalize upsell and cross-sell offers based on individual customer desires, turning these print and on-line statements into highly effective marketing tools.

### Prevent fraud and gain a more complete view of your customer

Subscription fraud is the single biggest cause of revenue loss. The challenge is finding a fast and easy way to validate a customer's address, monitor for fraudulent behavior and run the necessary credit checks to assure the individual will not fall into default status. To protect your company, you need a comprehensive customer identification program—one that provides a highly accurate view of your customers and helps comply with USA Patriot Act and Red Flag regulations.

# Game-changing insight

Discover how high quality data can make a difference in your bottom line

## Data Reconnected: Take the Necessary Steps to Build Greater Accuracy

Customer data and the quality of that data is a company's most important asset. With every interaction, customers are providing critical information. And with rising costs, it is more important than ever to capture this data accurately and completely in a timely manner and in a consistent format.

This white paper examines how inaccurate data can impact customer relationships and how implementing a multi-phase process can help feed cleaner customer data into enterprise solutions to maximize ROI.

**IN AN ENVIRONMENT LIKE TODAY, WHEN COMPANIES NEED TO BETTER CONNECT WITH CUSTOMERS, THE ROLE OF DATA QUALITY HAS NEVER BEEN GREATER.**



[Data Reconnected White Paper](#)

## The Value Impact of High Quality Data in the Telecommunications Industry

This webinar discusses examples of greater profitability due to heightened customer satisfaction, reduced costs and better service achieved by improving the accuracy, completeness and consistency of telecommunications data. We also examine data quality techniques that can be employed to understand potential errors in the data. We then relate them to business impacts, enabling a process for data cleansing, data profiling, inspection and monitoring to flag issues as they arise. Together these methods help to operationalize the oversight and governance that directly leads to business value improvement.

**WHILE THE TELECOMMUNICATIONS INDUSTRY HAS BEEN THE SOURCE OF MANY INNOVATIONS REGARDING INFORMATION THEORY AND MANAGING THE LEVEL OF QUALITY FOR DATA EXCHANGE, THE SAME INDUSTRY CONTINUES TO BE PLAGUED BY NEGATIVE IMPACTS RELATED TO DATA FLAWS.**



[Value Impact of High Quality Data Webinar](#)

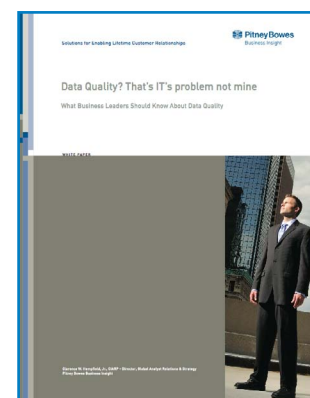
## Data Quality? That's IT's Problem, Not Mine

OVUM, a global analyst firm, estimated that "poor data quality costs U.S. businesses at least 30% of revenue—a staggering \$700 billion per year (Sheina, 2010). Our data challenges have only become more complex and costly as organizations enter global markets and must increasingly manage data in multiple languages, formats and cultural traditions.

What can business leaders do? A critical first step is for the business leader to acknowledge ownership of the organization's data and its data quality issues. Business and IT have a shared ownership of and accountability for protecting and enhancing the organization's data.

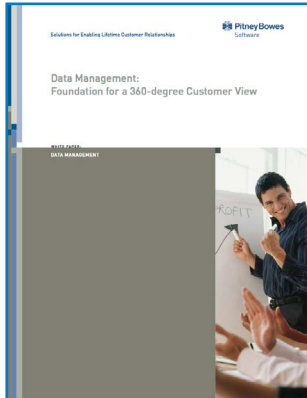
*"Companies can ill afford to leave the quality of their data to chance, particularly in still-tough economic times. Having accurate, consistent and up-to-date information is now a business imperative rather than a luxury."*

Sheina, 2010



[Dirty Data Not My Problem White Paper](#)

# The far-reaching effects of data quality...

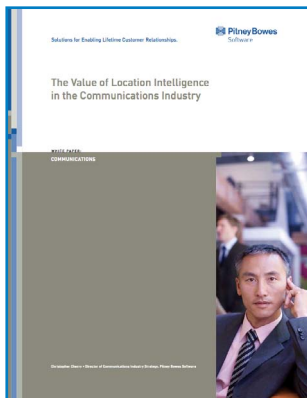


[360° Customer View  
White Paper](#)

## CRM initiatives rely on data quality for efficacy and a 360° view

CRM tools help businesses gain insight into customer behaviors and customer value. However, CRM systems are at the mercy of underlying data quality. When data quality is at optimum levels, you can support a consistent, informed, connected customer experience across all channels. For example, if a customer comes into a store, emails, calls, and visits the web, that customer enjoys a personalized, branded experience at every touch point. Thus, when you profile, cleanse, consolidate, match, enrich and monitor data across multiple sources, applications and touch points, you can improve the customer experience.

**GATHERING CUSTOMER INFORMATION CAN BE MONETIZED INTO BEST-NEXT-OFFERS THAT DELIGHT CUSTOMERS BECAUSE THEY PRE-EMPT CUSTOMER DESIRES.**

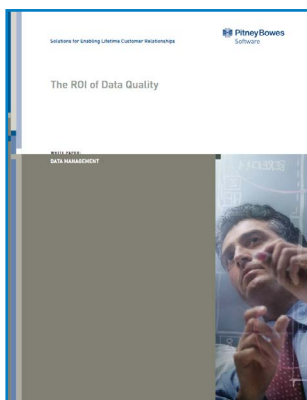


[Value of Location  
Intelligence in the  
Communications Industry](#)

## Use location intelligence, fueled by quality data, to better understand your customers

Nearly 80 percent of all data stored and maintained by communications providers has a location-related component. By geocoding customer accounts, you can identify opportunities, segment markets, view service availability and manage networks more efficiently. Use geocoding to pinpoint where clusters of your best customers reside and target customers with best-fit bundles of services. Our solution also aligns current jurisdiction assignment to customer address records. Now, determining which tax jurisdiction a given address is located in becomes quick and easy. Assigning accurate locations to fixed assets can lead to lower property tax payments as well.

**GEOCODING CAN ALSO SHARPEN YOUR STRATEGIC PLANNING INITIATIVES, FROM EVALUATING THE BEST LOCATION FOR A NEW BRICKS AND MORTAR LOCATION TO MORE EFFECTIVELY ASSIGNING TERRITORIES TO YOUR SALES FORCE.**



[ROI of High Quality Data  
White Paper](#)

## Data quality greatly impacts business intelligence and profits

Business Intelligence applications and technologies gather, store and analyze data to help enterprise users make better business decisions. But, according to Gartner, more than 50% of BI deployments will suffer limited acceptance, if not outright failure, due to lack of attention to data quality issues. Basing business decisions and communications on bad data carries substantial risks to business performance and shareholder value: One bad decision could be the hurricane that blindsides an institution. And, one that generates a string of irrelevant or redundant communications can erode customer satisfaction, increase opt-outs, and have other corrosive effects.

**A RECENT STUDY FOUND THAT ONE-THIRD OF CORPORATE RESPONDENTS RATED THEIR DATA QUALITY AS POOR AT BEST. SADLY, TODAY'S FOCUS IS ON MANAGING DATA—WITHOUT DEVOTING ADEQUATE ATTENTION TO UNDERLYING DATA QUALITY.**



Finally... an enterprise-wide platform that makes it possible to centralize control and improve performance on your terms. The Pitney Bowes Spectrum™ Technology Platform does not replace your existing business platforms—it improves the quality, accessibility and value of your information, delivering actionable customer and location intelligence when and where you need it.

A key aspect of achieving a complete view of the customer involves recording names and addresses with precise accuracy. Companies can easily have 5+ records with variations in name or address for one customer. Spectrum enables you to recognize and track customer names so you know which Bob Smith you're speaking to when he calls and ensure the delivery of services and communications to correct addresses.

#### Continually monitor and improve data quality

Quickly gain an accurate and detailed understanding of your data through profiling (discovery). Monitor data quality by creating rules to check and validate the data used in your business systems and applications. Generate alerts when data quality is not achieved and manage data quality issues to resolution with an easy-to-use dashboard, saving you time, effort and money.

#### Cleanse, organize and standardize data to create consistent communications

Amend or remove data that is incorrect, incomplete, improperly formatted or duplicated with data cleansing. Achieve a complete and accurate single view of the customer through data matching. Now, you can synchronize disparate business units and systems and improve business processes upfront.

Using data cleansing technology saves time and can be less costly than fixing errors manually—and significantly less costly than dealing with the fallout from poor data quality.

Our technologies include components and applications that integrate with each other as well as your core CRM, ERP and legacy systems. Based on a modular, service-oriented architecture, these data quality solutions update, link and consolidate valuable information to support the requirements of data stewards, IT managers and business users. Everyone in the organization benefits from a consistent, single-view of your customers across the enterprise. Now, business units can make better decisions with information that's more accurate, timely and relevant.

Spectrum from Pitney Bowes = Simplicity, with a single, unified framework. It's insight-driven, flexible, affordable and future-proofed so you can better understand your customers and discover what drives them.

Integrate accounting data from Oracle EBS to legacy GL systems to complete your monthly close faster with greater integrity. Leverage Siebel contact history with on-demand web applications to serve up relevant offers and boost cross-sell response.



### MDM done right

Today's business environment involves mergers and acquisitions, data sharing, and a global market presence. To be successful, telecommunication providers must gain control and drastically improve their customer data by implementing and enforcing enterprise-wide Master Data Management strategies.

Blending technology, processes and people, MDM strategies help organize disparate information to provide a single view of your customers, products and business entities. Data cleansing and data enrichment provide the single-view snapshot that allows your firm to integrate pristine data, the backbone of successful MDM.

### Drive more reliable outcomes

One arena impacting telcos where quality data is paramount is tax jurisdictions.

With over 10,000 state and local tax jurisdictions, telcos face the challenge of accurate tax assignment. Now you can ensure data quality, standardizing addresses so the resulting geocoding is precise. Then, determining in which tax jurisdiction a given address is located becomes quick and easy. Our streamlined solution ensures telcos neither overcharge nor undercharge customers. You avoid costly fines, reduce complaints and streamline your taxation processes while helping save research time, resources and ultimately, dollars.

### Reap the benefits of rich, more accurate customer data

Capitalize on a more accurate view of your customers—and integrate that intelligence into your business operations. The Spectrum Technology Platform provides a powerful orchestration environment to manage customer information in real-time, from all customer touch points.

For more information call 800.327.8627 or visit us online: [www.pb.com/software](http://www.pb.com/software)

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Every connection is a new opportunity™



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