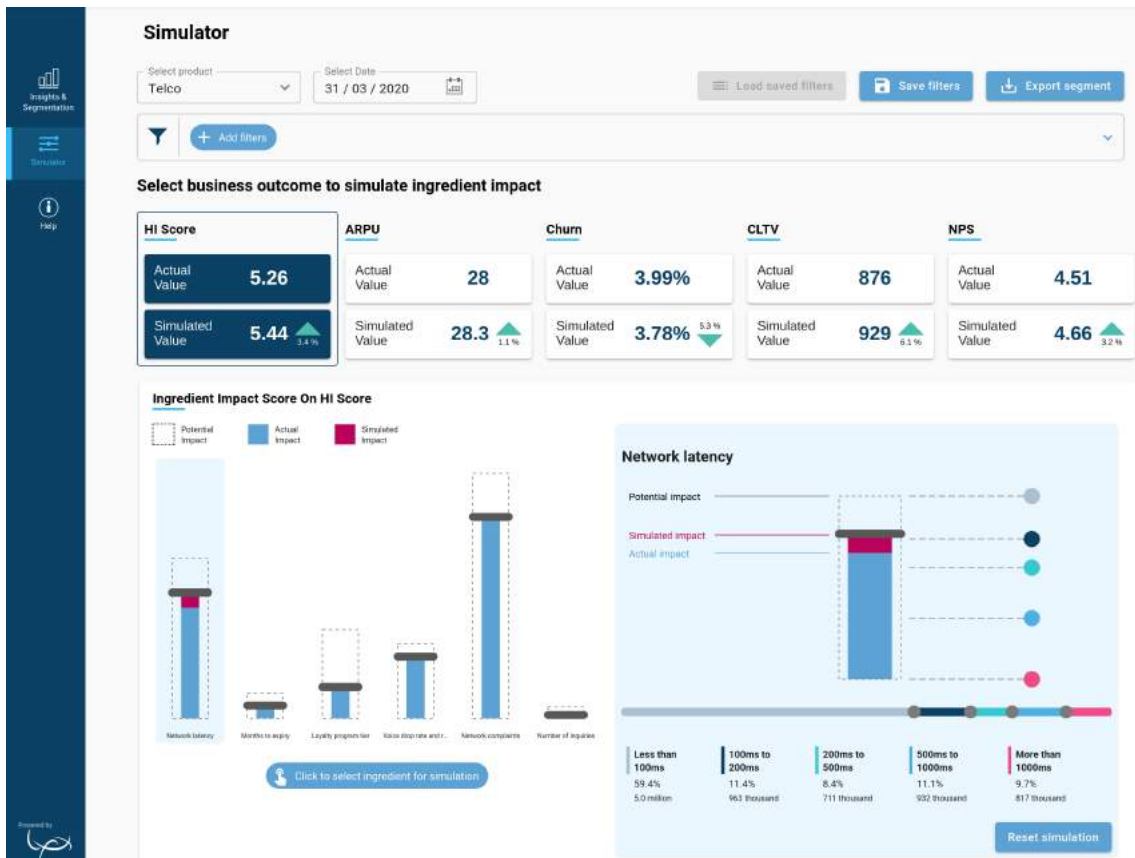


Winning 5G Launch Plans with CHI

Accelerate your 5G rollout to gain market advantage



Operators launching 5G are up against a fundamental go-to-market challenge: Deciding how to prioritize their first 5G initiatives so they can capitalize as quickly as possible on the new services and continue their progress toward 5G maturity.

Where to start? Which geographic sector? Which customer segment? What kinds of packages and promotions to offer?

CHI, a machine learning-driven predictive analytics package helps answer these questions.

CHI works by finding links between traditionally siloed data. Operators have extensive operational data tracking performance metrics such as network quality, download speeds, round-trip time, among others.

But they often can't see how these observed data points influence their business objectives—like increasing revenues or improving customer satisfaction.

The problem is especially acute for any new service such as 5G, which lacks historic data.

These cause-and-effect “blind spots” undermine an operator’s ability to plan strategically and chart a course to deliver the best results. Without an informed understanding of how key metrics interrelate and affect the business-level metrics, operators introduce unnecessary risk in their planning efforts. These knowledge gaps not only complicate decision making, they can prevent an operator from optimizing its profitability and competitiveness in the new 5G market.

Developed by Lynx Analytics, CHI generates analytics operators can use to predict 5G adoption, revenues and customer satisfaction. Here’s how it works and how you can use it to guide a successful 5G rollout.

Key Features

- Designed for business users
- Customized to your business objectives
- Powered by advanced data science
- Predicts 5G adoption, CLTV, ARPU, NPS and churn
- Measure the impacts of every underlying factor on business outcomes
- Built-in filters for prediction analysis and advanced segmentation
- Easy GUI for manipulating and analyzing the results
- Exports customer lists to you Campaign Management Systems

Predict future results to guide your rollout priorities today

CHI helps you see the big picture: It predicts average revenue per user (ARPU), customer lifetime value (CLTV), 5G adoption propensity, net promoter score (NPS) and churn while identifying key drivers for these metrics for every customer. You can use this information to help prioritize RAN upgrades, for example, and decide which customer segments to target first for your 5G promotions.

Plan RAN Upgrades

- Aggregate CLTV associated with every tower
- Predicted NPS gains associated with every tower upgrade
- Towers for majority of mobile activity
- Towers and cells with markers for poor network experience (e.g. above average number of network complaints or network latency)

Identify what motivates subscribers to adopt 5G

For every operational metric you collect in CHI, the software provides an impact score. This score indicates the influence the given metric has on predicted outcomes like revenues and 5G adoption. You can see for example if “tenure” (i.e. how long a customer has been with you) affects the probability of adopting 5G. You can also dig deeper and identify how different tenure lengths affect the outcome you seek. For example, what is the difference between customers with a one-year tenure vs. a two-year tenure when it comes to upgrading to 5G.

Benefits

- Quantify the value of your business decisions
- Get robust predictions for your business results
- Establish priorities for actions based on your data
- Customer segmentation based on individual predictions for 5G adoption, revenues, NPS, etc
- Understand the value of every customer relative to your business

Perform what-if simulations to refine your strategy

A powerful simulation tool lets you create what-if scenarios to refine your strategies. For example, you can see if upgrading tower A will bring higher revenues in the short term compared to upgrading tower B. You can use built-in filters to decide which group of customers you want to target and how to target them to achieve a desired business outcome, such as higher CLTV. You can segment customers based on operational variables under your control, like prices, and factor in other variables, like age or location. The filters you set will instantly calculate economic and business benefits of your selections and generate a target customer list. This allows you to plan your 5G rollout confident in your ability to reach your objectives, knowing precisely how your objectives will be achieved.

Create precise segments for acquisition and upsell

With CHI built-in filters you can segment customers based on key criteria for 5G adoption and create hyper-targeted marketing campaigns. These segments can be exported directly as lists into your campaign management system or other business application. Use these lists to begin your successful 5G campaigns!

Unlocking your data

CHI predicts business outcomes based on operational metrics from your customer base. It is powerful and authoritative because it uses the data you're already collecting and configures data science models to address your company's specific objectives. And you don't need to be a data scientist! You can chart your 5G future using the CHI dashboard, today.