MDS GLOBAL

How Telcos are Using AI-Powered Decision Intelligence to Drive Profitable Customers

Introduction

In today's competitive market, communication service providers (CSPs) are constantly searching for ways to attract and retain high-value customers. But how can they achieve this effectively? And what role does artificial intelligence play in predicting customer behaviour, optimising lifetime value, and reducing acquisition costs?

From Artificial Intelligence to Decision Intelligence

While Artificial Intelligence (AI) has already established its value within the telco industry, AI-Powered Decision Intelligence (DI) is set to raise the bar to unbelievably high new standards.

At the heart of DI is the use of multiple complex and interlocking data sources to inform commercial, personalisation, and variable outcome decisions. DI leverages AI capabilities and principles to drive commercial advantage by advancing the speed, accuracy, and effectiveness of decision-making.

Decision intelligence (DI) is a practical discipline that advances decision-making by explicitly understanding and engineering how decisions are made and how outcomes are evaluated, managed and improved via feedback

*source: Gartner
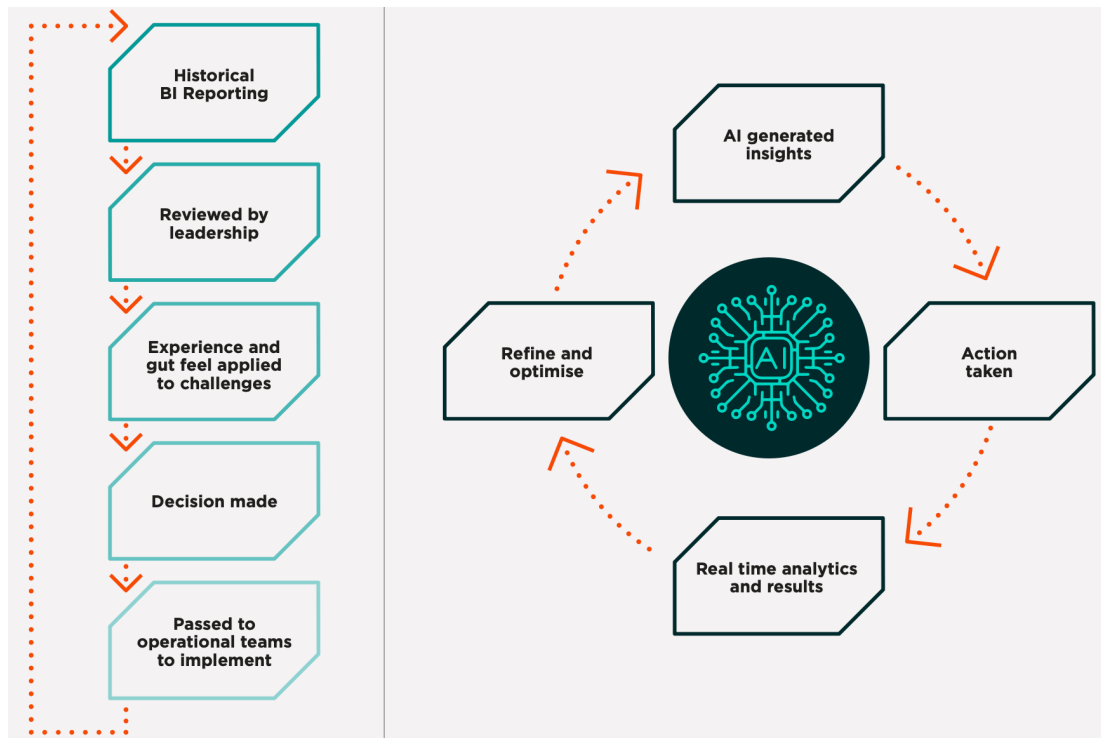
The AI-Powered Decision Intelligence Difference:
Top 5 use cases

The many practical applications for AI-powered Decision Intelligence help telcos drive more profitable customers via the ability to predict customer behaviour, tailor activities and offers, and model likely campaign outcomes before taking action. Here are five key areas where operators can expect to see results:

1. Lower acquisition cost and optimise ROI
Leverage the power of AI to identify your best customer profiles more accurately and develop the optimal mix of channels/media to lower the cost per acquisition and accelerate growth.

2. Anticipate and address churn early
Uncover churn drivers and address churn more pro-actively. Use AI-generated propensity scores to identify and target customers who are most likely to leave.

3. Increase Average Revenue Per User (ARPU) and Customer Lifetime Value (CLV)
Leverage AI to combine customer information with behavioural insights and market-level enrichment data to automatically uncover cross-sell and up-sell opportunities that will deliver results. Pinpoint when customer propensity to buy is highest so you can target accordingly.

4. Hyper-personalise customer engagements to maximise results and drive loyalty
Build marketing campaigns based on the specific needs of individuals, maximising the likelihood of engagement and increasing customer satisfaction. Identify and test the most effective combination of targeting, offers, creative and channel before switching to an automated always-on campaign process.

5. Outpace the market
Achieve faster time to market by connecting competitor and market-level enrichment data to existing datasets. Create promotions that deliver greater ROI via a 360 degree view of the forces that affect customer behaviour.

Personalisation delivers an uplift of

c.10%

in ARPU and

c.20-30%

uplift increase in customer satisfaction

*source: McKinsey
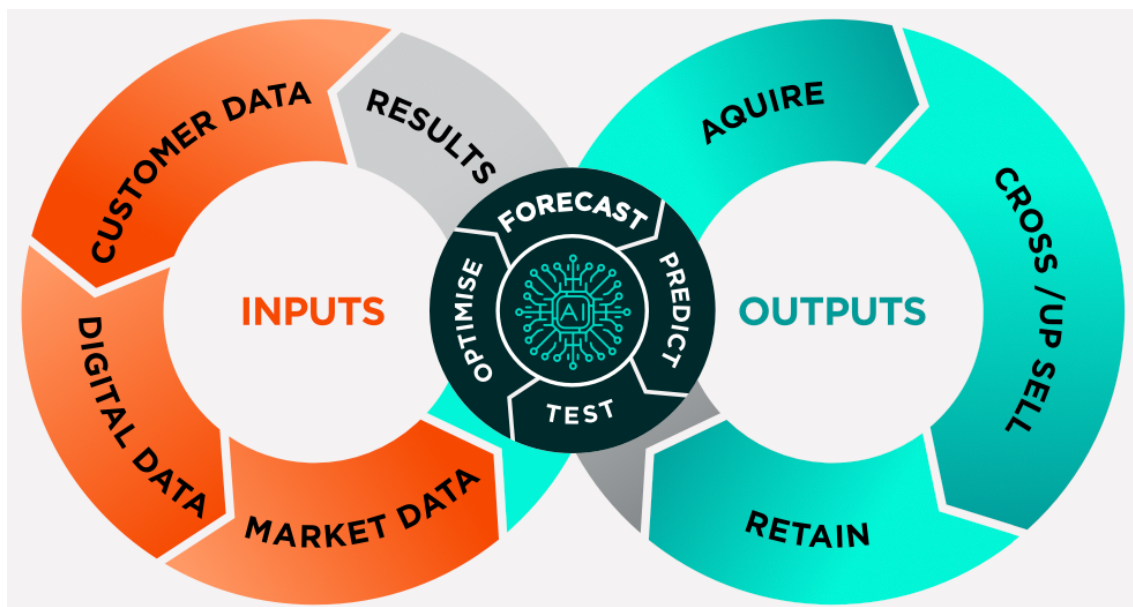
Introducing MDS DecisionAI

MDS DecisionAI is an AI-powered decision intelligence platform that helps telcos to drive profitable customers.

Designed specifically for telecoms businesses, it uses the power of AI to optimise every aspect of the customer lifecycle, from marketing spend to customer retention in order to maximise KPIs. It makes decision-making simpler and more successful by replacing gut feel with up to the minute insights across customer, competitor and market data.

MDS DecisionAI is a Software as a Service (SaaS) platform designed for ease of use by commercial, marketing, and customer experience teams, helping them to make critical investment decisions rapidly and accurately. It delivers actionable insights that move telcos beyond knowing what has happened to predicting what is possible.

Reduce acquisition costs by up to

50%

Increase cross-sell uptake by up to

15%

Slash churn by up to

30%

MDS DecisionAI Capability

Telco optimised model	Designed specifically for telecom businesses. Includes the tools you need to track and influence areas such as churn, ARPU and lifetime value.
Rich data handling	Operates via a Software-as-a-Service model which gives you access to the compute power and capacity required – without additional infrastructure or integration fees.
Customer acquisition accuracy	Combines facts on your marketing spend with analytics data and budget information to plot the channels that drive the best acquisition for the available budget.
Financial data feeds	Includes a performance board and forecasting module so you can see precisely where you are tracking against target and where you need to course correct.
Exploit external data	Incorporates daily market and behaviour insights to enhance your existing customer data and pinpoint when customer propensity to buy is highest.
Easy insights visualisation	Presents fast and accurate results via a simple web tool which offers a visual summary of what is happening, alongside AI-generated forecasts and predictions.
Connection to critical systems	Outputs can be integrated into your preferred customer channels including CRM, Selfcare web tools and apps, and all marketing channels.