Stronger Connections Through Data
Enhancing the customer experience and boosting revenue with the power of analytics

The global number of connected devices is expected to reach 125 billion by 2030.¹

That’s about 15 devices for every person on the planet.¹

As the number of devices continues to grow, communication service providers need to find new ways to leverage the data these devices generate. This can range from improving the accuracy of customer churn predictions to optimizing the performance of their networks. Providers are looking to data to enable them to accelerate their digital transformation, improve customer experience, reduce costs, and maximize revenue.

Data Innovators, organizations who most effectively utilize data and analytics, are able to offer a superior customer experience:

- Over 80% of communication service providers are upgrading or planning to upgrade their IT systems and processes to support business growth.
- 67% say improved ability to use data and analytics results in higher customer satisfaction scores like NPS or CSAT.
- 92% believe customer satisfaction scores like NPS or CSAT are higher than competitors.
- 83% say improved ability to use data and analytics results in higher revenue.
- 75% say more confident in the service they offer.
- 83% say improved ability to use data and analytics results in higher revenue.
- 67% say improved ability to use data and analytics results in higher revenue.

Rest Assured With Analytics

$179 million is the average amount of gross profit trailing 12 months among large firms from smarter use of data

Service Assurance

58% say improved ability to use data and analytics results in lower customer churn.

Revenue Assurance

33% say fewer losses per call because of lower customer churn.

Operational Excellence

32% believe improved ability to use data and analytics results in improved customer satisfaction.

Contact Center Analytics

58% say improved ability to use data and analytics results in improved call handling.

How can you become a data innovator?

Invest for success

Democratize analytics tools

Automate whenever possible

Establish and empower the right leadership

Learn More

Discover how your organization can optimize your customer experience by leveraging data and analytics.

¹ MarTech Advisor “By 2030, Each Person Will Own 15 Connected Devices”, March 2019
² TM Forum “Transform Service Activation for 5G Services with Real-time Data Analytics”, March 2019

Splunk, Splunk>, Data-to-Everything, D2E and Turn Data Into Doing are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names or trademarks belong to their respective owners. © 2020 Splunk Inc. All rights reserved.