The global number of connected devices is expected to reach 125 billion by 2030.

That’s about 15 devices for every person on the planet. As this boom in devices continues, communication service providers need to transform their business models to remain competitive.

Meanwhile, as the remote workforce grows, so does the demand for broadband connectivity across consumer, business, and mobile networks. Providers are tasked with maintaining the same level of performance despite the added strain on infrastructure and manpower. Luckily, data is here to help.

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

Data innovators have more confidence in the service they offer:

- 58% say improved visibility into real-time data has strengthened service and support
- 67% say improved visibility into real-time data analysis has helped offer faster, more proactive service and support
- 83% say improved visibility into real-time data has strengthened brand reputation or service quality

Revenue Assurance

Data innovators can expect higher revenues:

- 75% revenue increase as a result of improved visibility into real-time data
- 33% better ability to manage revenue per user

Over 2x

The profit impact of better data use for communication service providers who are data innovators is $179.7 million, $57.2 million more than those who don’t utilize their data.

Operational Excellence

Splunk provides organizations with end-to-end visibility into all machine data into network infrastructure, helping them:

- Use machine learning to automatically detect network problems and launch adaptive responses
- Predict when maintenance is required to avoid incidents and mitigate impact
- Boost ROI of all network and service operations centers across the enterprise

Contact Center Analytics

With Splunk, CenturyLink enabled their call center analytics to:

- Improve agent performance and boost revenue
- Increase their customer phone call volume
- Add 11,000 hours in superior productivity time

Smart Data Use is the Bottom Line

The profit impact of better data use for communication service providers who are data innovators is $179.7 million, $57.2 million more than those who don’t utilize their data.

How can you become a data innovator?

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

Learn More

With mobile usage surging along with the rise of remote working, more people than ever are relying on communication service providers to keep them connected. With effective data and analytics, this increase in demand can be turned into an increase in revenue and satisfied customers.

Stronger Connections Through Data

Enhancing the customer experience and boosting revenue with the power of analytics

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% believe customer satisfaction scores like NPS or CSAT are higher than competitors
- 92% say data is critical to set of activities and processes required for better customer experience

- 83% are more confident in the service they offer
- 33% better ability to manage revenue per user
- 75% revenue increase as a result of improved visibility into real-time data

For more information about how Splunk can help you optimize your customer experience by leveraging data and analytics, please visit our website.

According to a report by Splunk, 76% of organizations said that their customer experience is more effective when they have access to data and analytics. The report also found that 80% of organizations said that data is a critical component of the customer experience. A recent study by the American Customer Satisfaction Index (ACSI) found that companies that score high in customer satisfaction tend to have higher customer retention and loyalty. In order to stay competitive, organizations need to leverage data and analytics to improve their customer experience and drive revenue growth.

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