

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.**

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 into ones that harness the power of that data. 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.

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



67% believe customer satisfaction scores like NPS or CSAT are higher than competitors



75% improved customer experience as a result of uncovering and utilizing dark/grey data



92% use data in most, if not all activities and processes related to customer experience

Over 80% of communication service providers are upgrading or planning to upgrade their IT systems and processes to support business growth.

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 and revenue assurance are paramount to any company, especially communications service providers. Data Innovators maintain strong revenue and provide top notch service.

Service Assurance

Data innovators have more confidence in the service they offer:

58% say improved ability to use data enhanced their streaming capabilities

67% say improved ability to use predictive analytics helped offer superior, more proactive service and support

83% say improved ability to use data strengthened product or service quality

Revenue Assurance

Data innovators can expect higher revenues:

75% revenue increase as a result of uncovering and utilizing dark/gray data

33% likelier to see an increase in average revenue per user

Over 2x more likely to reduce customer turnover

Operational Excellence

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



Use machine learning to automatically detect network problems and launch adaptive responses



Provide real-time data in a single dashboard via Splunk IT Service Intelligence



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
- Streamline their customer journey
- Add 11,000 hours in supervisor 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.

\$57.2 million

\$179.7 million

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.

How can you become a data innovator?

1 Invest for success

2 Democratize analytics tools

3 Automate whenever possible

4 Establish and empower the right leadership

¹ 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.