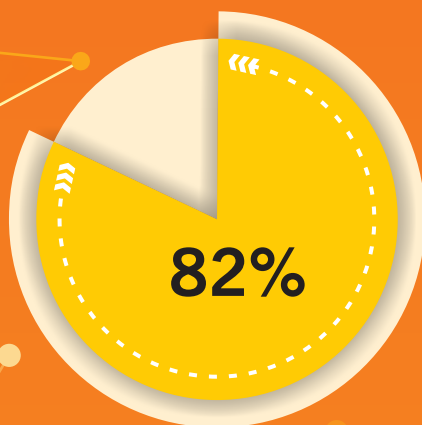


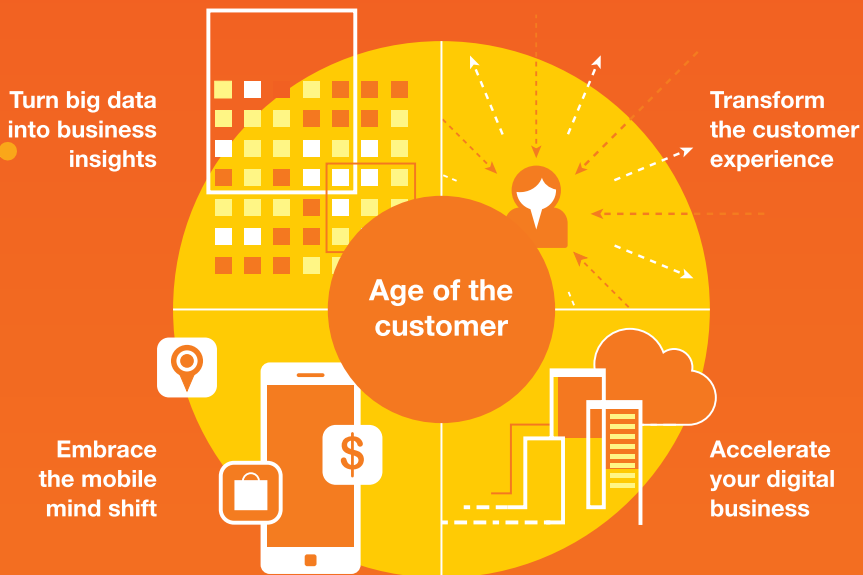
# Go beyond insights from big data, act on them to build business agility.

The drive to put customers front and center in everything they do is forcing operators to focus on agility. The value of big data customer experience insights is realized only when it is put into action.



**82%** of global telecom operators have customer experience management as their primary focus.

# Act on insights from big data to unlock new customer experience:

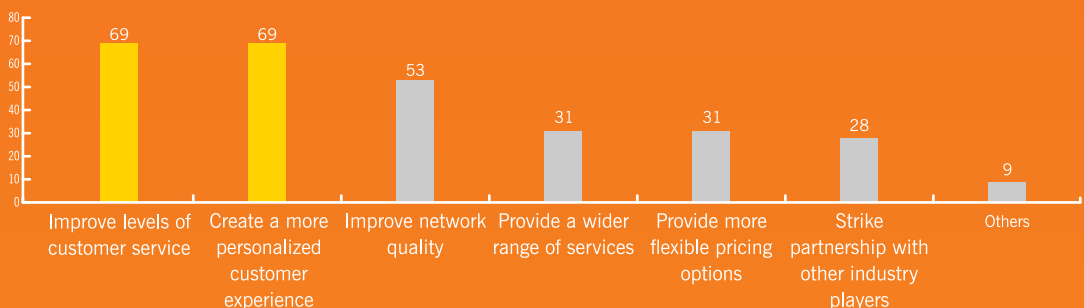


## Four market imperatives in the age of the customer

Source: Forrester report - The CMO's blueprint for strategy in the age of the customer - Sep12, 2014

The pace at which customers interact with systems of engagement is exponentially higher than response time taken by systems of record to cater to their needs. IT infrastructure working in silos needs to be intelligently federated to facilitate swift action.

## Leading operator initiatives to improve customer experience



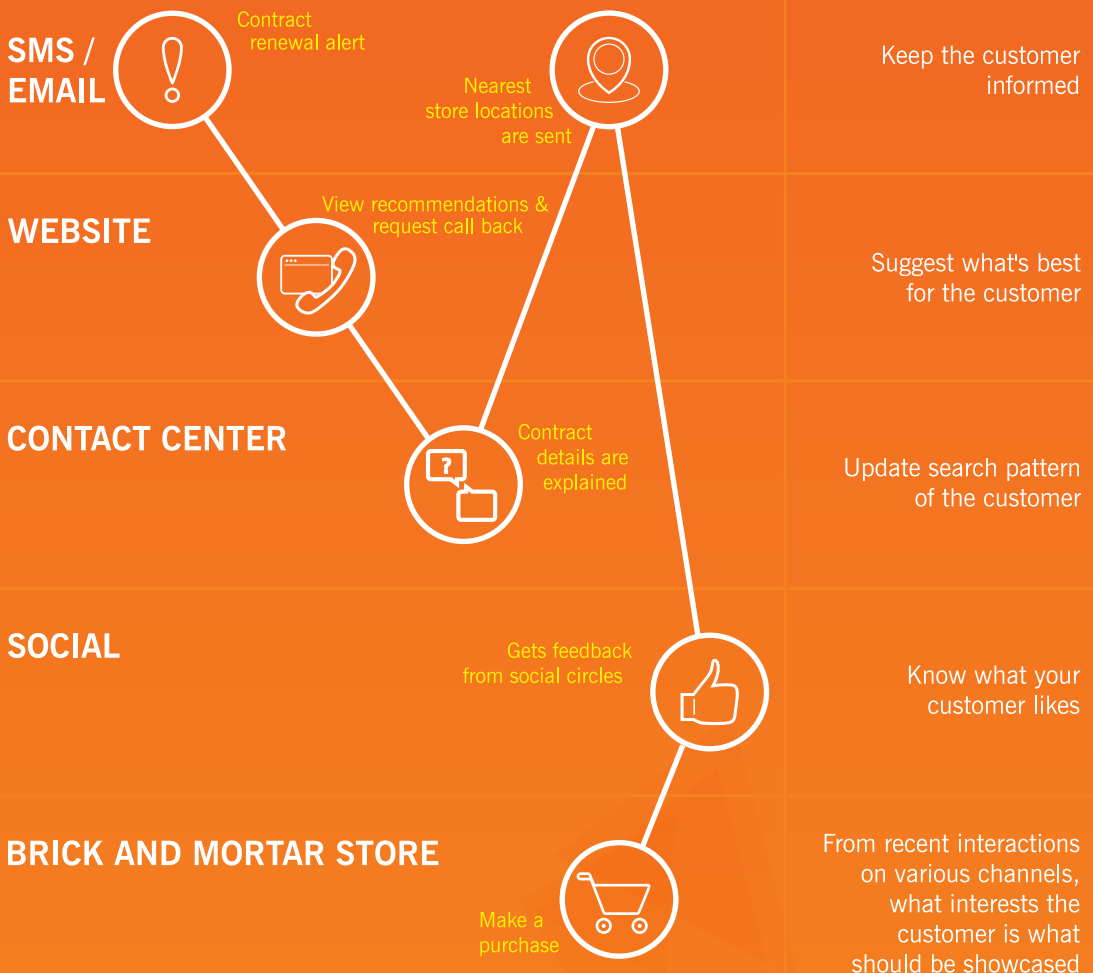
34% of respondents from global telecom operators deemed service personalization their number one customer centricity initiative, the highest of any category.

Source: Ernst & young report on Global telecommunications study: Navigating the road to 2020

# Omni-channel customer experience to bridge the gap between physical and digital channels.

Customer journey map for renewing contract

Actionables



# Drive agility in your quad-play offerings by creating a personalized engaging order experience!

Hello **John Smith!!**      Plans/ Usage | Profile | My Services | Help/ Support

### Usage summary

€ 25.30  
Euros used

3.5 GB  
Data Consumed

### Renew your contract

Your prepaid contract is about to expire on **29th Feb 2016**

[Renew now](#)

### Recommended Offers

**Plan xy**  
606 €  
[Know more >](#)

**Plan ze**  
300 €  
[Know more >](#)

**Plan ki**  
250 €  
[Know more >](#)

### People also viewed

**Plan xy**  
606 €

+

**Broadband Service**  
**Unlimited**  
**for 12 months**  
500 €

**Offer Price 950 € you save 56€**

[Know more](#)

Personalized offers based on spend patterns and interaction history

Bundle offers across lines of business

Cross-selling has become increasingly important as a route to enhanced customer stickiness: by the end of 2013, 14% of global broadband subscribers also took an Internet Protocol television (IPTV) service from their broadband providers



Intense Technologies helps leverage big data in ways that help deliver a superior customer experience by taking full advantage of the connected world of IoT.

We have a proven track record of enhancing business agility that drives customer centricity. Contact us today e-mail: [marketing@in10stech.com](mailto:marketing@in10stech.com)

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