



quantexa

Drive better customer outcomes for regulated financial products in telco



Customer experience remains a key battleground for telecoms operators, with customer satisfaction, advocacy and loyalty serving as critical drivers of growth. Now, increasing customer expectations, the threat of new digital-first entrants and new consumer protection regulations, such as the Consumer Duty, are bringing a renewed focus on the measurement and improvement of customer outcomes.

To accurately measure and improve these outcomes, telecoms operators need to connect and unlock insights from data spread across a wide range of touchpoints and systems, including sales, marketing, engagement, pricing and value, billing, product utilization, customer experience and complaints.

However, connecting this data is challenging due to siloed systems, poor-quality data and the lack of a trusted single customer view across platforms. This means that many operators operate with a narrow product or department-centric view, rather than a holistic understanding of the customer relationship.

This can have significant implications for customers. For example, where customer service agents only have visibility of a subset of a customer's products and have to go to many applications to gather information, this can result in long call handling times and a poor experience. For financially regulated products there is a requirement to provide good outcomes to all customers with focus needed on potentially vulnerable customers. Telecom operators must be able to use data to effectively identify, monitor and support customer outcomes and tailor offers and communications accordingly.

The key deadline for implementing the Consumer Duty regulations has now past and we are seeing the regulators begin to examine the implementation of the new regulations into different firms and applying pressure on firms to increase their monitoring capabilities.

Quantexa's Decision Intelligence platform provides a step change in capability to connect, analyse and visualize disparate data, and unlocks new insights to drive better customer outcomes and meet regulators' expectations.

The key technology features required to monitor and enhance good customer outcomes



Connect disparate data including customer, product, interaction, experience and external data to create a holistic view of customers' relationships, engagement, journeys, experience and needs across the customer lifecycle from onboarding to exit



AI-driven **Entity Resolution** to connect information across systems even where data is poor quality, sparse and difficult to match, with the ability to handle very large data volumes



Graph Analytics to understand outcomes in the context of connected groups of customers (e.g. households, social groups) and to unlock insights from a contextual view of customers (e.g. consumer customer is owner of struggling business)



Automatic generation of **actionable insights** that highlight areas of focus for remediation, for example pricing anomalies or identification of vulnerable customers



Flexible dashboarding to evidence outcomes across the customer population, to enable drill-down into specific customer segments, products and channels, and provide full auditability across customer journeys

Build trusted customer views

Quantexa's Decision Intelligence Platform connects disparate internal and external data to build a holistic, real-time, 360-degree customer view. This provides an enhanced understanding of customer experience, more accurate monitoring of outcomes, an improved auditing function, and the ability to highlight emerging issues to drive timely interventions that help mitigate foreseeable customer harm and are in-line with the Consumer Duty and other regulatory guidance.

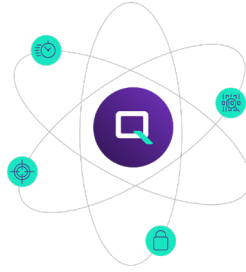
How it works

1 Product

Connect data across product and business lines to better understand specific products and services customers access, utilize, are eligible for, and at what price. Transition from a product-centric view to a customer-centric view.

3 Interactions

Link data across channels to obtain a holistic view of touch points and to better grasp customer journeys. Extract insights from structured and unstructured data to obtain a more complete context.



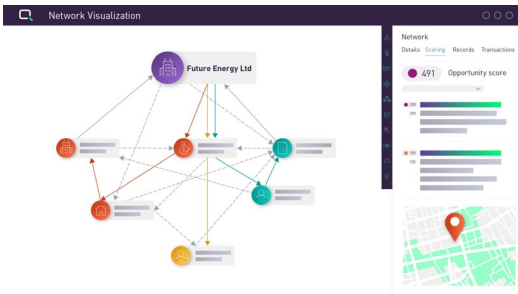
2 Experience

Include customer experience and voice of the customer data, including surveys, customer satisfaction, and net promoter scores, to better understand the range of experiences of customer groups and root causes.

4 External Data

Enrich internal views with external data to access demographics, customer households, and specific needs. Overlay macroeconomic indicators and identify those most impacted.

Quantexa for Contextual Customer Intelligence



Quantexa's Decision Intelligence platform provides a true 360-degree view of customers. It enables accurate and effective monitoring of customer outcomes and unlocks new insights to enhance customer experience.

By connecting a broad set of data, you can understand how strategic decisions impact customers, or, as one example, how increasing interest rates on handset loans impact defaults, inbound calls and complaints. Analytical models applied across this data highlight emerging issues and enable proactive intervention helping to give good consumer outcomes, avoid customer harm and support the development of deep, long-lasting customer relationships.

Example data types: Product, Customer, Branch, Telephony, Mobile, Web, Voice of Customer, Payments, Credit Bureau

Learn more / contacts

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About Quantexa

Quantexa is a global data and analytics software company that helps organizations make more informed operational decisions through meaningful data. Quantexa's platform uses the latest big tech and AI to power contextual Decision Intelligence; a new approach that uncovers hidden risks and reveals new opportunities by providing a holistic, connected view of internal and external data, all in one place. These insights help companies solve major challenges across data management, KYC, customer intelligence, financial crime, risk, fraud, and security throughout the customer lifecycle.

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