



## CXAIR for Telecommunications

*Centralise data, increase ARPU  
and optimise customer  
retention strategies*

Obtain a single customer view to maximise  
the value of customer relationships.



Obtain a single  
customer view



Increase Average  
Revenue per User  
(ARPU)



Optimise customer  
retention initiatives

The digital era has brought many challenges for telecom operators. Internet-based communication tools have drastically reduced traditional profits of telecom operators and so they must look to maximise the value of their customer relationships and look to exploit market opportunities.

Never before have telecom operators had so much data on all aspects of their organisations. To capture, store and analyse is still a challenge for most, especially real-time data such as customer usage data.

With CXAIR, telecoms are now able to simultaneously view and analyse all data across all functions of the business from a centralised point in seconds. Key Performance Indicators defined by departments deliver a clear view of customer activity providing telecoms with actionable information to improve service plans, pricing and marketing opportunities.



### Customer Story

**hollands  
nieuwe.**

Hollandsmoeuwe

*"The old BI platform requirement was that you first have to say what you specifically wanted to know, before IT came down a few weeks later with the report. Now we sit ourselves at the controls."*

Ronald Westrate,  
ICT & Operations,  
Hollandsnieuwe