



The telecom industry is constantly striving for new ways to improve customer satisfaction and retention. In a market of fierce competition, it is essential for telecom leaders to understand their customers as their needs and preferences evolve.

Between customers, call centers, and complex network configuration data, telecom companies collect massive amounts of valuable information each day. But even the most advanced analytics teams in the telecom industry struggle to embrace all of their data, ignoring most of it due to lack of structure and inherent complexity.

Top Telecom companies turn to Unsupervised to get more from analytics and transform their data teams to embrace full data complexity without incurring the expense of data prep and management common to most business intelligence and supervised AI approaches. Unsupervised helps telecom leaders analyze their complex data, surface credible insights and drive repeatable ROI.

Unsupervised finds otherwise undetectable insights

Your business is diversified across customers, technology, and other enterprises with rapidly changing needs in the face of new regulations and global events. You need to understand the nuance of how behaviors change your business across all regions.

Unsupervised can analyze all of your data across various sources and even blend with external data such as NPD and COVID-related datasets to pinpoint changes happening now.

Our Data Intelligence Platform identifies significant trends by analyzing not only structured data, but also by identifying commonalities from unstructured data such as plan descriptions, reviews, and call center transcripts blended with other critical information from your business.

Dig deeper into significant patterns by analyzing how adding or removing certain features from a pattern such as a keyword in a customer support call impacts your business. For the most important trends to monitor, users can highlight, share and track the most interesting insights over time.

Service Management

- ✓ Upload/download speed
- ✓ Signal Strength
- ✓ Latency
- ✓ Throughput
- ✓ Tower Locations
- ✓ Packet Loss
- ✓ Labor Costs
- ✓ Distance to Dispatch Location
- ✓ Fuel Costs

Customer Acquisition

- ✓ Churn Rate
- ✓ Active Account Information
- ✓ Avg Revenue per User (ARPU)
- ✓ Net Promoter Score (NPS)
- ✓ Customer Tenure
- ✓ Customer Lifetime Value (CLV)
- ✓ Avg Monthly Payment

Sales and Marketing

- ✓ Customer Locations
- ✓ Subscription Growth
- ✓ Avg Channel Acquisition Cost
- ✓ Pricing and Packaging
- ✓ Promotional Rates
- ✓ Retention
- ✓ Hardware Bundles

Analytics Reimagined

Unsupervised helps organizations monitor top trends across their business by detecting and delivering patterns to act on. By leveraging data across your entire portfolio, Unsupervised supercharges analysts with actionable insights otherwise undetectable by supervised machine learning techniques and business intelligence.

No need to wonder what secrets are buried in your unanalyzed data. Unsupervised thrives on complexity, revealing what's happening in your business today so your team can act fast and track the results.

▷ **Adapting to the Pace of Change**

Keeping up with change requires leveraging all your data. Unsupervised connects to multiple data sources and finds patterns even in unstructured data, like how COVID is impacting supplies, sales and customer loyalty.

▷ **Precision Patterns**

Go beyond generalities. Unsupervised finds dozens of precise patterns that are translated into clear, human terms.

▷ **From Uncertainty to Agility**

Unsupervised keeps telecom companies moving ahead by breaking down data silos to provide insight into what's happening in the business today, even when historical models fail.

Challenges of Traditional Analytics for Telecom



Focus: Data is often duplicated for reporting purposes, reducing transparency and requiring time-consuming reconciliation.



ROI: Only 22% of business executives feel their companies effectively turn data into actionable insights.



Technology: Most enterprises only analyze a fraction of their data missing out on critical insights from unstructured sources like phone calls and document descriptions.

About Unsupervised

Unsupervised provides a Data Intelligence Platform that transforms complex enterprise data into a competitive advantage by unearthing more actionable insights than any other analytics solution. Analytics and business leaders realize repeatable ROI as Unsupervised continuously surfaces in simple, human terms hidden opportunities to reduce costs, improve margins and increase revenue.