DATA CLOUD FOR
TELECOMMUNICATIONS

Telecommunications organizations are primed to gain the cutting-edge advantage with Data Cloud on their side. More than just a CDP, Data Cloud enables users to service plan members with the utmost excellence, ease, and efficiency.

Create UNIFIED Customer Profile ➤ **Calculate & Stream INSIGHTS** ➤ **Orchestrate ACTION** ➤

For example, a typical use case for telecommunication organizations with Data Cloud may start with a mapping of the unique customer ID with other systems' primary keys and info. Then, Data Cloud can calculate a projected customer lifetime value score. Let's say this particular customer has a high value score, representing a crucial prospect for the organization to maintain and renew with. Next, users can enact action based on these insights to add this customer to a promotional discount offering or marketing journey for added perks. Or perhaps users may want to add the customer to a service upgrade list that allows the customer to seamlessly add more devices to their existing plan. With all the info in one accurate, real-time place, insights and action are easy.

DATA CLOUD BENEFITS BY PERSONA

Sales

Sales can get telecom, broadband, and other quotes from different service providers and finalize per the customer's needs. This means sales reps operate with a full understanding of the prospective user from the start, personalizing interactions at every step along the way.

Customer Onboarding

Service reps can onboard the customer by provisioning services as found in the comprehensive client identifier profile. A seamless experience to secure long-term loyalty and trust from the user and fellow plan members.

Plan Servicing

Call center agents and field service reps alike are more equipped to service customer per their plan features, as well as rate and bill for services appropriately with a holistic lens on the services provided and the subscribed plan details.

Renewals

Data Cloud users can easily review the plans and needs of plan owners and their fellow plan members to encourage renewal motions with relevant campaigns, or cancel plans and upgrade to different services as requested.

Simplus can perform a strategic assessment within two weeks to craft a tailored pathway toward Data Cloud for your organization. This encompasses identifying use cases and architectural design as well as preparing a pragmatic project plan to lay the foundation for a data-driven revolution.
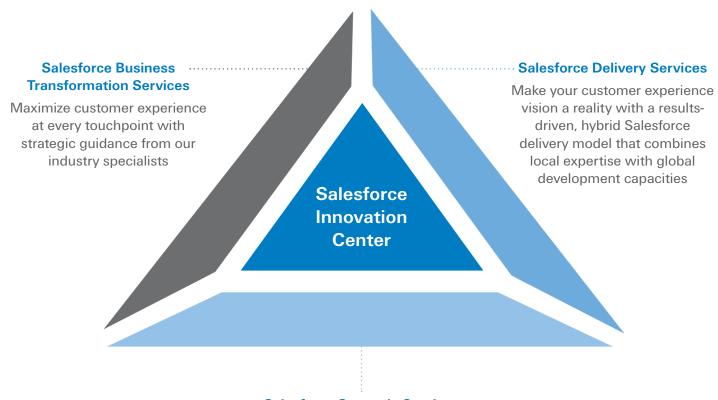
DELIVERABLES

- **Use Cases and Business Value:** A curated list of practical use cases paired with an analysis of potential value and benefits

- **System and Data Architecture:** A detailed depiction of the proposed system and data architecture for a clear vision of how Data Cloud will integrate with and enhance your existing ecosystem.

- **Initial Project Plan and Budget Proposal:** Outline of initial steps, milestones, timelines, and a comprehensive estimation of the resources and investment required for successful Data Cloud implementation.

Informed Decision-Making

Risk Mitigation

Value Optimization

ARE YOU DATA CLOUD READY? OFFERINGS TO SUPPORT DATA READINESS

Salesforce Business Transformation Services

Maximize customer experience at every touchpoint with strategic guidance from our industry specialists

Salesforce Delivery Services

Make your customer experience vision a reality with a results-driven, hybrid Salesforce delivery model that combines local expertise with global development capacities

Salesforce Innovation Center

Salesforce Strategic Services

Ensure your Salesforce instance is always maintained, up-to-date, and optimized with your customers in mind