



## OPTIMIZING CHANNEL PERFORMANCE

### MANAGING CHANNEL GROWTH

Over the last few years, many service providers have expanded and evolved their channel strategy. Changing retail experiences, specialization in call centers, expansion of indirect channels, and new API-enabled options require new measurement and management approaches. Understanding the value generated by each channel is critical to optimizing offers, promotions, and campaigns across and within channels.

#### Channel Profitability Considerations



Furthermore, reducing channel costs, increasing sales conversion rates, and optimizing upsell approaches is possible through predictive analytics which can combine real time or near real time learnings from recent experiences with customer, competitive, and product information to improve decision-making approaches.

### OPERATOR PAIN POINTS

With slow industry growth, more products in the bundle, and a plethora of device and CPE options, simplifying the experience drives conversion, satisfaction and cost savings. Big data analytics is the means to answer critical channel optimization objectives:

- How does customer quality and mix vary across my channels?
- What channels are most effective in upselling customers to premium packages and/or devices?
- To what degree do conversion rates or upsell rates vary across channel? Why?

- How is channel performance impacted by competitive footprints?
- What is the impact of competitor ad programs and spend on channel performance?
- Where are the underserved areas in each channel?
- What are the most effective channels from a cost vs. subscriber additions/value perspective?
- What are the best offers for each segment in each channel?

### OUR SOLUTION

Cartesian's Strategic Analytics Solution offers service providers a comprehensive platform for channel analytics, measurement and optimization. Our Channel Optimization solution analyzes performance across all standard metrics for web, retail, call center and API channels. Leveraging Cartesian's data enrichment for customer segmentation, competitive intelligence, and ad-program and spend information, we can support optimization of channel performance through recommendations on offers, programs and campaigns in both direct and indirect channels.

### CARTESIAN DIFFERENTIATION

Building upon our heritage as experts to the TMT sector, we understand the challenges and opportunities service providers face optimizing performance across channels in today's hyper competitive environment. Whether reducing cancel/return rates, understanding early churn, or driving bundle quality, Cartesian's Channel Optimization analytics drive operational improvements and increase value across channels. Like all of our strategic analytics solutions, by delivering both the team and the technology, we help operators to accelerate growth and reduce operating costs through ROI-positive analytics that pays for itself.

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