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Belgacom Group: Delivering Next-Best Action Across All Customer Channels with SAP® InfiniteInsight®

For telephone, Internet, and television services, the people of Belgium rely on Belgacom. But, in this highly competitive industry, the window of opportunity to introduce new products is narrow. With the SAP® InfiniteInsight® solution, Belgacom has automated data mining tools that help it better understand customer needs and provide personalized service and campaigns across all channels. This means more satisfied customers staying connected with Belgacom.

Diving into customer data with SAP® InfiniteInsight®

Belgacom reduces churn and increases customer satisfaction

Objectives

- Leverage previously unseen customer insights to reduce customer churn and identify new revenue opportunities
- Enhance churn detection, speed up deployment for predictive models, and identify revenue potential across the customer lifecycle

Why SAP

- Proven record of expertise and success in the telecommunications industry
- Robust and accurate predictive modeling for business and consumer relationships provided by the SAP® InfiniteInsight® solution
- Flexible and user-friendly solution that is accessible by both trained statisticians and business analysts

Benefits

- Enables next-best-action marketing across all channels, from call centers to the Web to retail stores
- Optimizes interactions throughout the complete customer relationship, revealing previously unseen customer insights
- Identifies market gaps, turning them into revenue
- Increases customer satisfaction and reduces customer churn
- Raises return on marketing investments
- Accelerates modeling time from months to days

"With SAP® InfiniteInsight®, we can deliver the right offer to the right customer at the right time. It's a real competitive advantage. We're getting the most out of our marketing dollars and a higher return on our marketing investments."

Filip Deroover, Business Intelligence Specialist, Belgacom Group

Company
Belgacom Group

Headquarters
Bruxelles, Belgium

Industry
Telecommunications

Products and Services
Fixed-line, wireless, television, and Internet communication services

Employees
15,859 (2012)

Revenue
€6.4 million (2012)

Web Site
www.belgacom.com

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