



# dCode Technologies for Telecom Companies: Don't Just Gain Customers, Retain Customers

## dCode Lead Generation and Marketing Automation:

These days, if you're a communications service provider you've got your hands full. The market demands constant upgrades to infrastructure and services, while average revenue per user stays flat and customer churn makes the "loyal customer" an industry joke.



But dCode can help you gain and retain customers in spite of industry trends. dCode can help you deliver high-touch customer service and make your sales process more efficient, boosting revenue.

## dCode Collaborative Business Intelligence:

### Capacity Planning and Forecasting

One of the main goals for telecommunication operators is to obtain visibility into how your customers are utilizing your network. With that visibility, you can identify potential new product offerings, properly utilize your resource investments and detect trends before your competition - ultimately helping you achieve customer satisfaction and maintain market advantage.

dCode provides you with an enterprise-wide view of resource utilization and allows you to seamlessly drill down to fine details. This helps you to find actionable insights within extremely large datasets. From there, dCode allows you to effectively visualize geographical and temporal data without dimensional constraints.

Telecommunication analytics is your key to knowledge of how well your network is satisfying customers and potential customers. By analyzing usage of your telecommunication systems, your team can better serve those customers what they want to find, while you effectively enhance your company image through satisfied customers.

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Email: [sales@dcodetechnologies.com](mailto:sales@dcodetechnologies.com)  
Website: [www.dcodetechnologies.com](http://www.dcodetechnologies.com)

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Use telecom vehicles like cable TV, wireless phones and internet presence to interact with users and to market your company and products. Applying telecommunication analytics information can help reduce customer churn and increase retention. Use state-of-the-art dCode analytics to work with vendors and others for fine tuning your business success strategy.

### Network Operations Recovery

With dCode, you can take data from multiple sources such as network, device, and configurations, and mash them up into a comprehensive real-time view of network operations. This enables real-time situational awareness of the state of operations. With that intelligence, you can see where “at risk” customers are likely to churn and initiate targeted marketing campaigns designed to retain them.

dCode alerts and automated actions can also deliver pinpoint analysis to the appropriate users and teams at the moment of urgency.

From there, dCode gives you the power to engage in contextual and social collaboration and coordinate distributed knowledge and capabilities during irregular operations. Business rules and statistical models can also be implemented and integrated to enable greater predictive accuracy and pattern recognition. Problems can then be instantly spotted via dCode's in network-wide dashboards, and seamlessly drilled into at a single node or set of nodes. For continued improvement, decision-making effectiveness can be evaluated with defined metrics and targets within dCode.

