

# iDecisions® for Telecom

Tech  
Mahindra

## Analytical Business Process Management for 5G Services



Make better strategic decisions with iDecisions® - the Business KPI orchestration Framework for Telcos from Tech Mahindra, that makes identifying your most profitable customers, assessing promotional campaigns, forecasting network growth, and managing fraud simple. iDecisions® offers pre-packaged 300+ strategic, tactical and operational industry KPIs, dashboards and 200+ reporting templates along with industry standard data models to drive higher customer lifetime value at lower costs.

### iDecisions® Telecom implementation followed by managed services support at a large Telco created significant positive impact:

Market share increased from 4% to 18% post implementation and became 32% within 3 years of Go-Live.

Prepaid and Postpaid customer base grew by 75 & 140% respectively.

Prepaid & Postpaid revenue grew by 55% & 150% respectively.

Postpaid Churn rate reduced by 29%.

Prepaid and Postpaid usage volume grew by 46% & 240% respectively.

## iDecisions® for Telecom

### Advanced Analytics Enablers

Customer Life Time Value

Behavior Scoring

Churn Prediction

RFM scoring

Demand Forecasting

### Process Area Coverage

Customer Intelligence

Marketing Intelligence

Usage Intelligence

Revenue Intelligence

Network Intelligence

Subscriber Intelligence

Campaign Intelligence

Call Pattern Intelligence

Rating & Billing Intelligence

Fault Management

Churn Intelligence

Channel Intelligence

Roaming Intelligence

Payment & Recharge Intelligence

Performance Management

Membership & Loyalty Intelligence

Sales Intelligence

Mobile Number Portability Intelligence

Credit & Collections Intelligence

Traffic Management

Contact Center Intelligence

Product Affinity

Revenue & Margin Intelligence

Network Utilization

Customer Life cycle in Converged networks

Revenue Assurance Intelligence

### Core

Post Paid

Pre Paid

Fixed Line

Data

Converged Network

Video

Cable

To learn more, reach out to us at [growth@techmahindra.com](mailto:growth@techmahindra.com).