Profit-generating data – a Telco operator Case Study

A **common problem** for Telecom operators who handle large volumes of customer data is that their databases come from **various sources** (marketing, sales, support, customer care, etc.) and the address information typically has both an **inconsistent structure and content**. One of the major Telco operators asked for our support in solving such problems in their multiple databases: basically to make them usable for integrated customer communications.

The most common problem encountered was related to locality names and the correct hierarchy, misspelled or incomplete names, and also the lack of county and/or commune details in addresses; other problems were related to the different ways of writing the same street name (including old names), inconsistencies in address syntax, and more.

Due to these inconsistencies, the client was **unable to group and de-duplicate addresses** in order to standardise and **use them in their CRM**; these deficiencies had a direct impact on the essence of the business which is to provide a smooth customer experience. Also, it was impossible to **aggregate address data with other operational data for generating insight.** This had become a significant barrier for (extra) profit generation.

The Telco Operator's overall objective was to use addresses to create an **SCV - Single Customer View** to enable data on historical consumer behaviour to be used for company-wide analysis and management.

The client had previously tried to solve these problems internally using the official list of postal codes. The limitation quickly encountered was due to the fact that the official postal code data includes a relatively small number of street names (approximately 24,000) which was inadequate for the correct identification of the ~ 7 million addresses in Romania. This limitation generated repeated failures of the automatic matching procedures.

After repeated attempts and wasted time, the Telco Operator contracted Geo Strategies for their Full Service which brings together **software tools, established processes, skills and updated information** in order to solve the problems reported in their various address databases.

Geo Strategies have built a database of over 140,000 street names, 17,700 localities, and over 5 million name variants (recognised alternate names, common abbreviations, misspellings, etc.). These are all embodied in [SMARTaddress](#) which allows a proper identification of each address feature – county, locality, street name, and house numbers.

Eventually, Geo Strategies processed over 2 million address records with a **success rate of over 95% in a very short time**. At the end, the client received from Geo Strategies a clean database, updated, validated and standardised, which now allows them **to link with, and enrich their CRM with accurate address information**.

A side benefit was that every address now has the correct hierarchy of county, commune (where applicable), locality and village – and even statiune and catun – which is of **great help for the management of Client's administrative resources.**

Customer address de-duplication after **cleansing and standardisation** and **the integration with customers' interactions with other departments** (Sales, Customer Care, Marketing, Technical Support, etc.), allows the **capture of complete and correct information at a household level**. This represents a huge benefit for a more accurate and granular understanding of the client portfolio. The identification of the **correct potential for each customer** and of the opportunity for **cross-sell and upsell** at a household level, plus the creation of **informed customer segmentation** according to historical consumer's buying behaviour, empowers our Telco client to create a robust basis for future actions.

In addition, a highly significant result of the data processing performed by Geo Strategies was the ability for the Client to generate an **informed, correct and customised communication** in accordance with the customers' profile, characteristics, and also their expectations.

T: UK +44 1223 205080
T: RO +40 260 210832

www.geo-strategies.com
www.geo-address.com

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