



rts Resolve Tech Solutions

Transforming the Customer Retention & Revenue with Data Modernization

Project Overview



One of the largest wireless carriers in the United States, with over 143 million subscribers partnered with Resolve Tech Solutions, a leading provider of data and analytics solutions, to help reduce customer churn rate, increase revenue per customer per month (RCM), and modernize IT operations through AI/ML enablement, and data modernization.

Reducing Customer Churn Rate

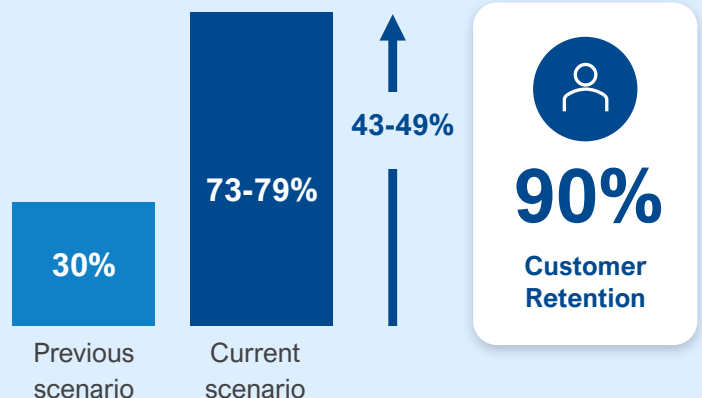
As the telecommunications market continues to become more and more competitive, utilizing advanced technology is imperative to retain a client base. Resolve Tech Solutions created a modernized data and analytics dashboard at that enabled one of the largest wireless carriers in the United States to better understand its customers and their needs.



Utilizing forward-thinking technology, RTS developed a Churn identification framework which enabled the client to proactively address the subscriber churn behavior, created AI/ML driven algorithms to model the churners, generated a Factor Map & Hypothesis Matrix and identified the data elements required for the analysis and output recommendations on leading indicators of the churn. This information helped the client identify customers who were at risk of churning and take proactive steps to retain them.

This enabled the client to be able to address 73-79% of the potential churners as opposed to the previous 30% that were being reached.

This is a lift of 43-49% which has led to a 90% customer retention rate overall.

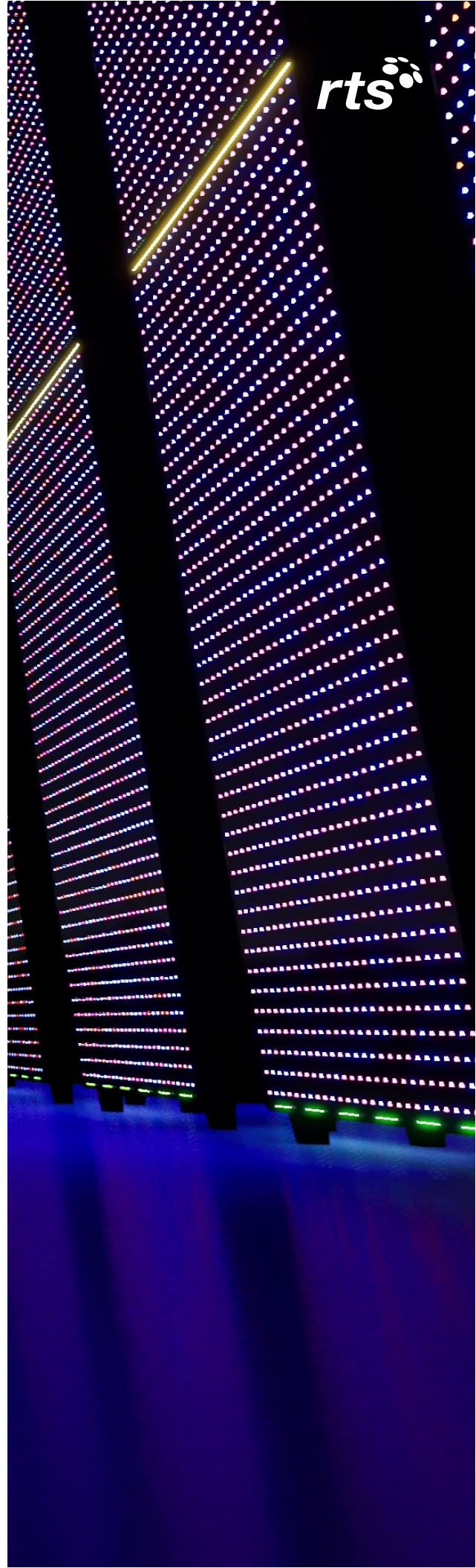


Increasing Revenue per Customer per Month

Resolve Tech Solutions also helped the wireless leader to increase its RCM by using big data and cloud migration to produce RCM calculations for residential and commercial customers. This enabled the end client to better understand how much revenue it was generating from each customer segment and to identify opportunities to increase revenue.

By creating a data strategy based on KPIs, RTS input various sources of subscriber data into a Data Warehouse making the data able to be digested by models that could output advanced, self-service reporting and analytics. This data is then used by marketing, finance, and operations to analyze profitability and segment customers and products to maximize recurring revenue.

Through initiatives such as this one, our end client has approximately 30% of the overall U.S. market share, making it the second largest in the country. It's customer revenue per month is around \$128.02 and continues to increase at a rate of 3.2% year-over-year.



Why RTS:

Resolve Tech Solutions (RTS) is an award winning mid-sized consulting and IT services firm, headquartered in Dallas, Texas. RTS specializes in helping organizations achieve their IT modernization goals through core business system modernization and migrations, digital transformation services such as custom application modernization, data modernization, cloud-native and mobile development, and AI/ML and RPA enablement.

RTS is a leading provider in cloud migration and post-migration managed services and ensures the security, disaster recovery, and maintenance of over 5000 virtual machines for some of America's largest organizations. RTS empowers their client partners to lead technology transformation journeys by providing unparalleled service excellence and continuous investment in their people and envisions a world where digital and AI technologies drive limitless possibilities. RTS strives to accelerate our customer's technology's transition with commitment to continuous innovation and cutting-edge solutions. Together, RTS believes they can revolutionize the digital and AI landscape to make new possibilities in our world.

Let's Talk:



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