



eircom Group Ltd.

Advanced analytics used to craft customer experiences that improve satisfaction and retention

Dublin, Ireland
www.eircom.net

Solution Components

- IBM® SPSS® Modeler 15
 - IBM SPSS Statistics 20
 - IBM SPSS Collaboration and Deployment Services V5.0
 - IBM Business Partner Presidion Ltd.
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Founded in 1984, eircom Group Ltd. (eircom) provides communication services such as fixed-line, mobile and broadband services. Located in Dublin, the company has approximately 5,000 employees serving more than two million fixed-line and mobile customers. Through its Meteor and eMobile brands, it serves 20 percent of the country's mobile customers and 40 percent of the broadband market and is deploying a new fiber network to reach 600,000 homes and businesses by the end of 2013.

The Opportunity

Faced with fierce industry competition and an increasing risk of customers easily switching service providers, eircom Group Ltd. was experiencing an annual loss of EUR1.5 billion due to customer churn.

What Makes It Smarter

eircom uses sentiment analysis and predictive modeling to determine which factors contribute to unfavorable customer experiences and to identify customers most likely to switch communications service providers. The solution helps the company analyze multiple data streams and automatically sends prediction alerts about customers and patterns with a high probability of churn. Because of the timely alerts, eircom can take immediate action to improve customer satisfaction and retain more customers.

Real Business Results

The client realized a 6 percent increase in customer retention as a result of identifying the most effective ways to improve the customer experience. This improvement had direct correlation to the 40-point rise in its NPS results. The solution also enables eircom to reduce the time required to process customer data by 75 percent through automation of certain aspects of the analytics process. As a result, the company's analysts now spend 80 percent of their time developing data analyses and only 20 percent of their time processing it.



For More Information

Please contact your IBM representative or IBM Business Partner.
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To learn more about eircom Group Ltd., visit www.eircom.net.

“eircom Group Ltd. can now rapidly identify the causes of customer churn and take action to mitigate them, increasing its competitiveness.”

— Director of planning, insight and analytics



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