



## Customer Value Engineers



How will a competitor's new service plan affect my revenue over the next four quarters?

How much of my new service plan's revenue will come from the cannibalization of my other plans?

What is the maximum a subscriber will spend on their usage before they become a churn risk?

Will my loyalty campaign give away too much revenue without increasing the acceptance rate?

How well do you  
really know  
your customers?



## Maximize the return on your investment in business intelligence with Clintworld Predictive Pricing Analytics.

Clintworld's predictive pricing analytics platform fully leverages the communications service provider's big data sources to go beyond traditional reporting and trend analysis. Using a proprietary algorithm, Clintworld's platform engineers customer value by identifying the determinants of future outcomes not captured in the data, and accurately predicts price-driven and experience-driven churn behaviors, allowing the communication service provider to compute the maximum amount a subscriber will spend on their usage, relative to other service plans in the marketplace.

By enabling this extreme level of targeting by quantifying a Customer Experience Score for every subscriber, marketing and loyalty program managers can effectively reduce churn and greatly increase revenues per subscriber like never before.



**Clintworld Predictive Analytics**  
*Predicting future events by correlating their relationships to historical determinant events.*

*"Which subscribers are at risk of churn, and how much savings or additional value will it take to abate the risk?"*

### Reporting

*Quantifying and summarizing historical events.*

*"What did the subscriber spend on their usage for the last six months?"*

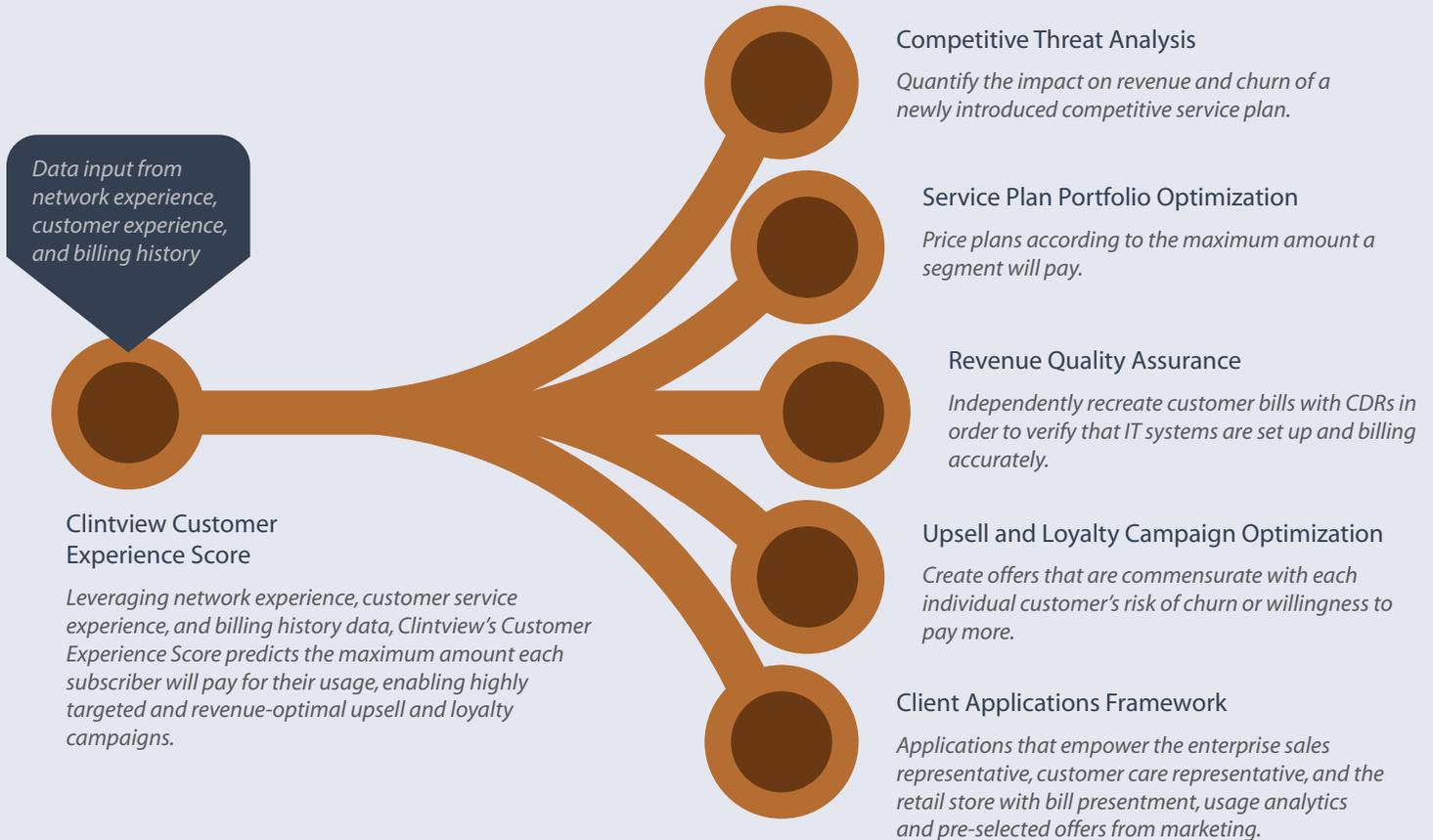
### Trend Analysis

*Known historical events are used to estimate future instances of the same event.*

*"What would be the best service plan for this subscriber based on previous months' usage?"*

# Clintview Predictive Pricing Analytics Platform

Clintview is a predictive pricing analytics platform designed for communications service providers who wish to maximize revenue and minimize churn through pricing optimization of service plans and loyalty offers. By computing a Customer Experience Score for every subscriber based on input from network quality experience, customer service experience, and billing history, Clintview provides insight into how much a subscriber will spend on their usage before they become a churn risk. Clintview allows marketing to perform a competitive threat analysis that will estimate the impact to revenue and churn risk created by other service plans. Clintview will estimate the net revenue of a new service plan by predicting the revenue it may cannibalize from existing service plans.



## The Clintview Suite

### Clintview Manager

Clintview Manager is a high-performance pricing simulation engine providing pinpoint accurate predictive analytics through an intuitive user interface. The data model is designed to incorporate all billing features relevant to the communications service provider. Simulations ingest all types of usage and event data, including service status, price elasticity, cannibalization, product introduction, and loyalty and upselling campaigns. The Clintworld architecture is highly scalable, and proven to support the big data demands of communication service providers. Clintworld has partnered with Teradata and Oracle to ensure complete optimization for the industry's most powerful data warehouses.

Clintview 'decision functions' enable on-the-fly changes of simulation parameters based on subscriber information. Plan portfolios, elasticity parameters, and affinity rules can be changed based on any customer input, such as churn risk, historical elasticity, and campaign acceptance rates.

### Clintview Offer Services

Clintview Offer Services display relevant pricing and offer options through a highly customizable web and tablet interface. All applications utilize the Clintview data model and do not require additional customization.

- **Quick Offer**- rules-driven, pre-determined service plan recommendations and loyalty offers for sales and care representatives to use when interacting with a subscriber.
- **Advanced Offer**- sales representatives can quickly configure and execute a simulation for a single subscriber or multi-line account in order to show the value they are receiving from their current service plan, as compared to others available in the market.
- **Customer Cockpit**- supports sales agents for enterprises up to 500 subscriptions, displays pricing propositions in an easy-to-use interface.
- **Reverse Plan Simulator (Residential and Corporate)**- supports new customer acquisition, displays the best plan option and comparative savings based on the invoice that the customer provides.

# We've helped reduce revenue leakage by up to 40%

Communications service providers leak as much as 13% of service plan revenue due to un-optimized service plans, loyalty offers, and churn. Clintworld's predictive pricing analytics platform has consistently and effectively helped reduce this leakage by up to 40%, enabling our customers to recapture lost revenues through the timely generation of offers that are ideal for each subscriber.

## Customers



*"Clintview plays an important role in our analytical ecosystem. It enables us to make our upselling and loyalty campaigns comply with all financial and business targets. The level of prediction has reached a new dimension. After a short and lean implementation period, Clintview is run by analysts in BI with a growing demand of analytical requests from both campaign and product managers."*

*Mike Dietze, Department Manager, E-Plus Germany*



*"Clintworld's tariff engine connects to our convergent data warehouse and makes full use of all near real time information on customers products and usage to help gain important business insights. By incorporating competitors' tariffs, we are in an optimal position to better control the risk of price-driven churn for each and every client."*

*Joao Lourenco, Pricing Manager, Swisscom*



*"We based our decision to implement Clintview on the tight integration between analytical power and customer management capabilities. While M-Tel employees were highly contributing themselves to the go-live, the Clintworld team cared about seamlessly integrating analytical and CRM components of their solution. Now in production, today's customer intelligence will result in tomorrow's customer interaction."*

*Svilen Stoyanov, Head of Business Intelligence, M-Tel*

# About Clintworld

Clintworld is an innovative, big data analytics applications and services company specializing in service plan pricing and optimized loyalty offers for the mobile, fixed, and IP based telecommunications industry.

Since 2005, Clintworld has been laser-focused on maximizing average revenues per user and minimizing subscriber churn through service plan pricing, simulation, optimization, and revenue assurance.

## Contact Info

Corporate Headquarters  
Kieler Straße 103-107  
D-25474 Bönningstedt

Telephone: +49 40 555053-30  
Facsimile: +49 40 555053-59

[info@clintworld.de](mailto:info@clintworld.de)