



Assessing Clintview's Use Cases

Business Cases for the Current and the Future

Wolfgang Klotzki

572.000.000

Subscriber Simulations in 2021

175.500.000€

Avoided Revenue Leakage in 2021

300.000.000.000

Usage Event Simulations in 2021

What we don't know and what we do about it

Clintworld - Predictive pricing

clintworldsolutions.com/#clintview

More than a pricing analytics simulation solution

Clintview: Customer Value Engineering

Clintview is an all-in-one expert simulation & analytics software built for telecom companies.

Clintview is used in a variety of established use cases such as Pricing, Portfolio Management, Quality Assurance, Migrations and many others.

LEARN MORE ABOUT CLINTVIEW

Where are we

+
-

● Activities ● References

572.000.000	175.500.000€	300.000.000.000
Subscriber Simulations in 2021	Avoided Revenue Leakage in 2021	Usage Events Simulations in 2021

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ITWORLD

572 million Subscriber Simulations

*per simulation for a use case (e.g. campaign simulations)

of products X frequency X # of subscribers

572 million Subscriber Simulations

*per simulation for a use case (e.g. campaign simulations)

$$\begin{array}{ccc} 50-500 & \times & 1-4 \text{ times /mo.} \\ \text{products} & & \text{for 12 mo.'s} \end{array} \times \begin{array}{c} 1 \text{ mil.} \\ \text{customers} \end{array}$$

$(1-4x) * (12\text{mo.}) * (1\text{mil.}) = 12-48$

= 200 mil. - 24 bil. subscriber simulations

300 million Usage Events Processed

*use case independent

$$\# \text{ of CDR's per mo. } * 12 \div \text{aggregation level} \times \# \text{ of subscribers}$$

300 million Usage Events Processed

*use case independent

$$2000 \text{ CDR's} \div \begin{matrix} 1 \text{ (no aggr.) or} \\ 10 \text{ (high aggr.)} \end{matrix} \times 1 \text{ mil. customers}$$

$$= 2.400 \text{ mil. usage events per 1 mil. customers}$$

But what about Avoided Revenue Leakage?

Revenue Leakage

/'revənju: /'li:kɪdʒ/

Lost money (precisely margin) of an operator that is due to:

- > price reductions to customers
 - cannibalisation when introducing new products
 - loyalty offers
- > lost customers
- > Inefficient processes (wrong billing, double (or more) work on same topic)



most of the leakage
can be addressed

-competition

-unsatisfied customers

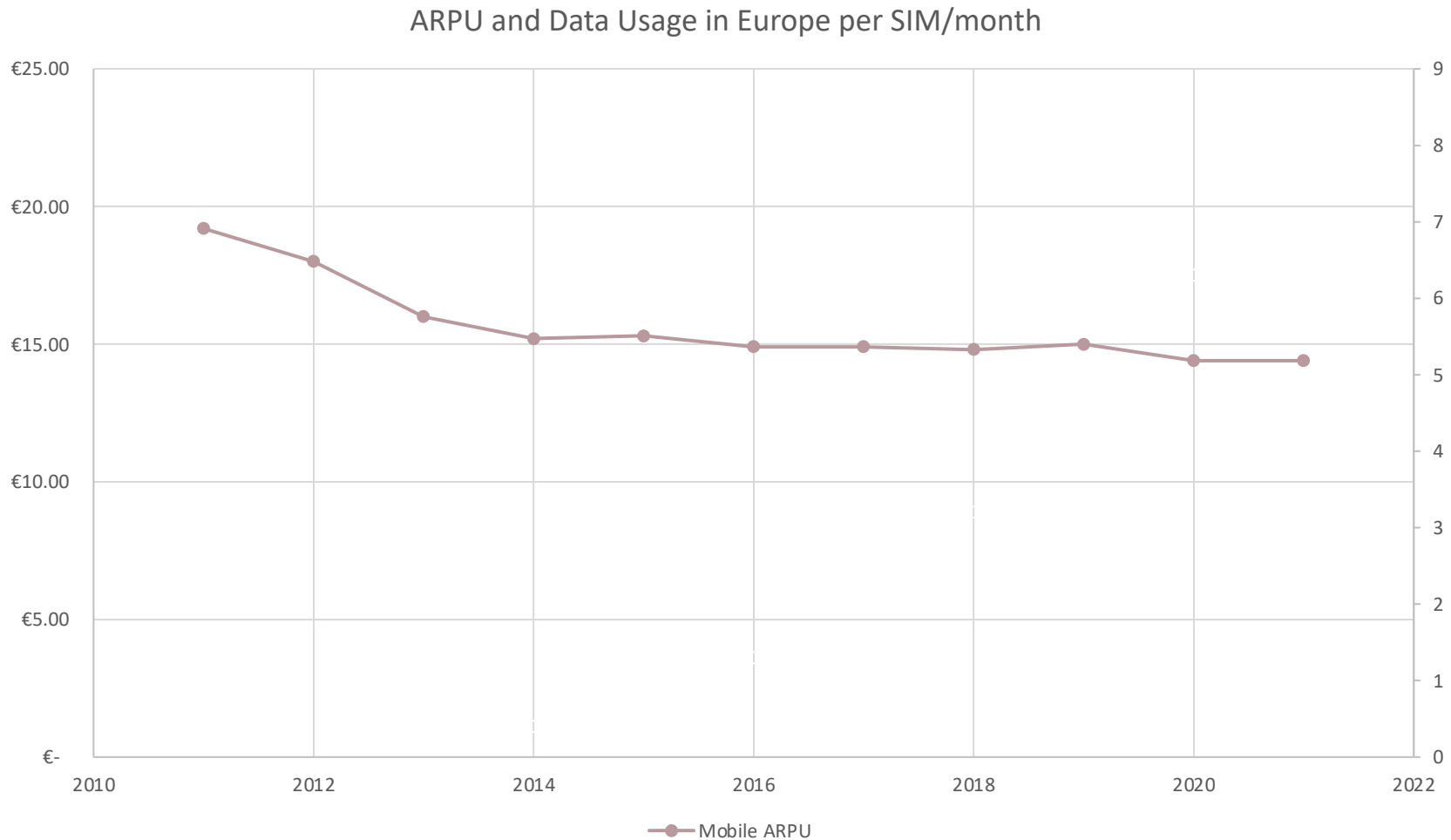
-suboptimal retention
offers

Reducing leakage is already a great success!

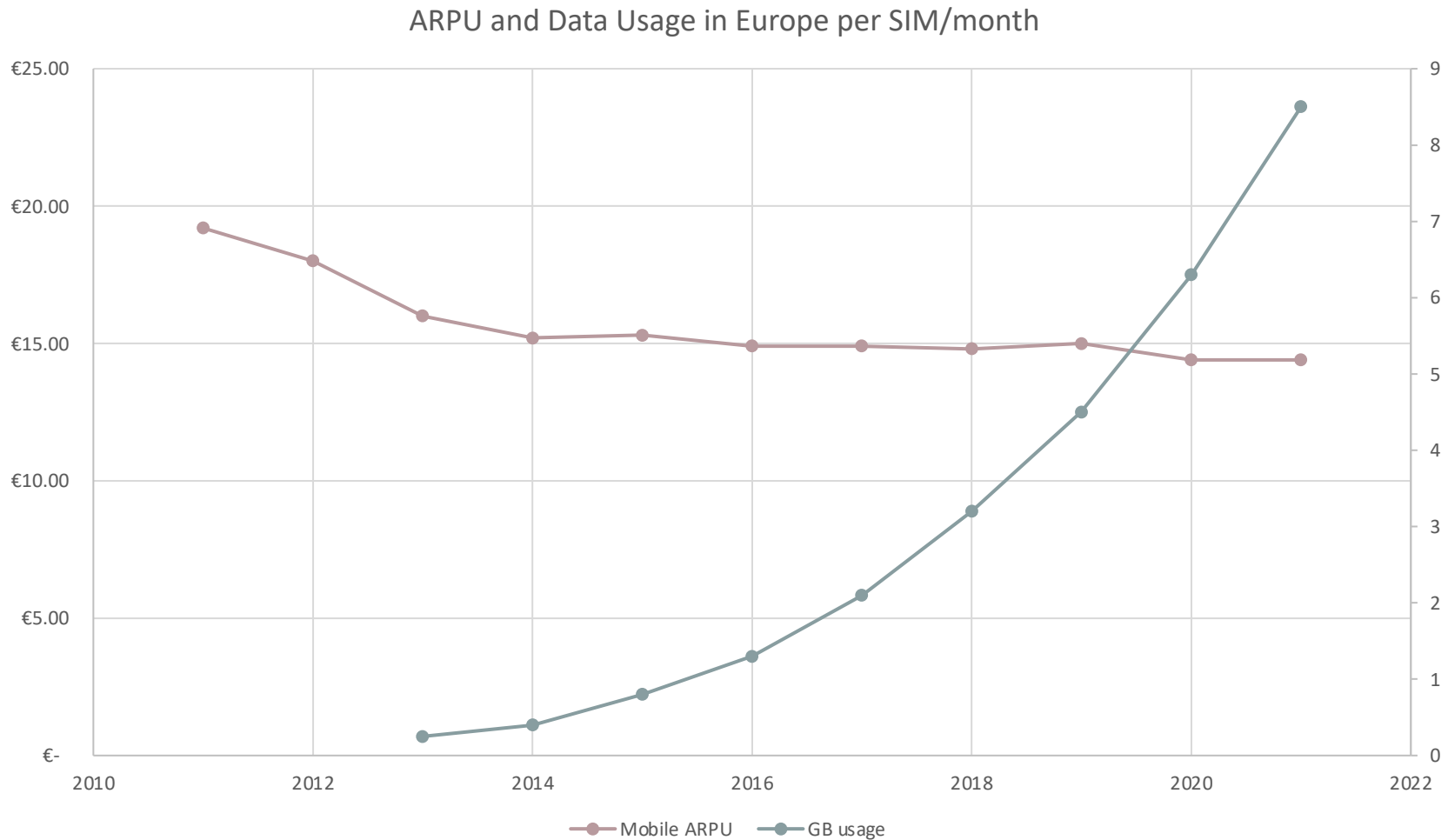
How can we estimate benefits from a Clintview installation?

improved loyalty spend + improved cannibalization rate + reduced billing errors

Cannibalization (European Benchmark)



Cannibalization (European Benchmark)



Practical example: Magenta

*based on 1.2 bil. revenue

250 mil.
(acquisition cost)

30%.
(loyalty cost)

= 75 mil.

+

2%.
cannibalization rate

= 24 mil.

+

0.2%.
billing errors
(benchmark)

= 6 mil.

What's achievable?

*based on project experience with Clintview

$$\begin{array}{rcl} 25 \text{ mil.} & & 2\% \\ \text{(acquisition cost)} & & \text{cannibalization rate} \\ & + & \\ 30\% & & \\ \text{(loyalty cost)} & & \\ = 75 \text{ mil.} & & = 24 \text{ mil.} \\ & + & \\ 16\% & & 0.2\% \\ = 11.25 \text{ mil.} & & \text{billing errors} \\ & & \text{(benchmark)} \\ & & = 6 \text{ mil.} \\ & & 0.2\% \\ & & = 6 \text{ mil.} \\ & & \\ & & \boxed{= 21.25 \text{ mil.}} \end{array}$$

Now you try:

*based on YOUR revenue

let's say you
spend 100 mil. on
loyalty offers

+

are you better than
6% cannibalization?
let's say 2%.

+

what's your %?
billing errors

15%
= ??? mil.

+

16%
= ??? mil.

+

0.2%
= ??? mil.

= mil.

Summary

- **Do good things and talk about them.**
- **Put (internally, of course, but we would like to know) skin in the game:**
- **The best: you have your own reference KPIs and can take it from there.**
- **And of course: it is essential to build new use cases on such internal KPIs!**



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Thank you!

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