

# RSI Telco Case Study



## SERVICES AVAILABLE

- **DATA ON DEMAND**

Get the data you need in one-off reports.  
Fast, easy and cost effective.

- **LICENSED SOFTWARE AND DATA**

License data and software from all the major providers for in-house use.

- **DATA MANIPULATION**

Turn your corporate data into the asset it should be without the need of programmers and IT specialists.

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- **CONSULTING**

Let RSI help you find the data and software you need without the additional cost. Always unbiased, never any mark-ups.

**Client:** Leading Telco

**Industry:** Telecommunications

**Challenge:** Increase retail sales and minimize customer churn

**Solution:**

- Using Alteryx, the client can monitor hourly and daily performance of dropped calls via a selectable radius from switch or transmission assets
- Using Alteryx and demographic data to generate population analysis on-demand using the existing retail network, customer database and demographic attributes

**Results:**

- Precisely target outages in near real-time, saving millions of dollars from network asset optimization with fewer service calls and better customer retention
- Trim expenses from the elimination of redundant software assets
- More precise targeting of new customer bases