

KnowledgeSTUDIO®

Targeted Customer Segmentation Delivers
Superior Campaign Results to Bell Canada



Bell Canada, owned by BCE Inc., is Canada's national leader in communications. Through its 28 million customer connections, BCE provides the most comprehensive and innovative suite of communication services to residential and business customers in Canada. Under the Bell brand, the Company provides consumers with simple solutions to all their communications needs, including telephone services, wireless, high-speed Internet, digital television and voice over IP. Bell offers comprehensive information and communications technology (ICT) solutions to Canada's leading large enterprises, small and medium businesses (SMBs) and public sector organizations in Canada and abroad. It is also the trusted technology advisor to Canadian SMBs.

Business Objective

Bell provides over 28 million customer connections throughout the country and is challenged on how to continually grow the marketplace in the face of increasing competition in an open market for communication services.

The 30 person Customer Insights group and the 6 person strong subset organization, the modeling and segmentation group, are tasked with supporting all Bell Canada products and the related marketing campaigns.

The goal of the group is to run more targeted, intelligent campaigns to address issues such as attracting customers to product offers, decreasing the amount of customer churn, and overall sales effort support.

Angoss Solution

The Bell Marketing departments rely heavily on the team of expert predictive modeling and segmentation staff to help them achieve superior campaign results. From campaign planning to execution, the modeling and segmentation staff is an integral part of the marketing team.

They manage over 100 models from development to refresh and validation. Around 50% of the time of the team is spent on model development and maintenance, with the balance of time being spent on data mining, consulting and planning.

The team turns to Angoss KnowledgeSTUDIO® data mining and predictive analytics workbench, to help them optimize their time and achieve superior campaign results. Bell Canada has invested significantly in a SAS® environment and the modeling and segmentation team is so highly experienced in their field that they leverage Base SAS and SAS STAT for many of their activities.

But, the team continuously turns to their desktops to supplement SAS with Angoss KnowledgeSTUDIO for their primary source of decision tree analysis. The tree analysis is an integral part of most of their campaign executions and is used to quickly and easily reduce the number of variables for modeling purposes and to easily visualize the relationship between types of data for all audiences on the campaign team. Angoss KnowledgeSTUDIO takes a complex concept and applies it to simply resolve a business issue and present the results.

Team members point out that the interoperability of Angoss products and the fact that they can very easily integrate their KnowledgeSTUDIO work with their statistical environment is a tremendous benefit. “The fact that we can read SAS data readily through KnowledgeSTUDIO is a plus for us,” says Albert Lukban, Associate Director, Consumer Customer Insights, Modeling and Segmentation. “We can also work the other way with minimal effort and import our decision tree analysis back to our statistical environment for further study.”

Success Factors

Utilizing KnowledgeSTUDIO, the modeling group is able to recommend immediate action to the marketing teams to increase the lift of their campaigns.

One such campaign, where substantial increases in results were seen as a result of using KnowledgeSTUDIO, was the application of decision trees to increase retention of customers in the high speed Internet access market.

By looking at particular variables and growing a decision tree structure, the Bell team was able to accurately explain which customers were leaving the service and what characteristics were associated with these customers. “Using business rules that we generated, there is an immediate action to be taken by the campaign team to reduce the possibility of future churn. This helps Bell actively manage revenue,” says Albert Lukban.

Well-executed models and campaigns can result in large revenue improvements for Bell Canada.

One project completed by Bell had the objective of customer acquisition. Using decision trees and supplemental modeling the project was able to achieve over 10% increase in incremental revenue. “The model vastly improved the efficacy of customer targeting, leading to six-figure increases in revenue,” states Albert Lukban.

“ KnowledgeSTUDIO is embedded in the work that we are doing on a daily basis. The decision trees allow you to clearly see drivers and relationships in a meaningful way. It is a very intuitive product to use.”

Albert Lukban, Associate Director,
Consumer Customer Insights,
Modeling and Segmentation

Angoss predictive analytics software empowers sales, marketing and risk management professionals to make “Better Business Decisions. Every Day.”™ Many of the world’s leading financial services and communications companies use Angoss solutions to accelerate revenue growth, while reducing risk and cost. Angoss solutions empower users to discover, predict, and act faster to achieve higher levels of business performance.

About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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