

**Industry**

Telecommunications

Objective

To achieve real-time actionable insights for each competitor using a new dashboard that reveals competitors' market situation. Automatic analysis of competitor websites, current customer issues expressed in social media, and a complete 360-degree view of competitors' content and email marketing strategies.

Approach

The Loop Q cognitive appliance makes use of real-time competitor's dark data, including websites, social media, forums, and email campaigns. This approach was used, instead of the slow and expensive traditional phone survey, that monitored a sample of the competitors' customer base, using a list of predefined questions.

IT Matters

- Autonomously learn any language and jargon, directly from the globally available dark data
- Human-capacity learning and reasoning, which runs on a customized plug and play HPC appliance
- Leverage the Loop Q platform with self-learning cognitive S/W robots
- Cognitively retrofit all your legacy systems with a single platform
- End-to-end from hardware to intelligent solution

Business Matters

- \$1m REDUCTION in yearly costs associated with creating phone surveys.
- 5% INCREASE in the performance of micro-campaigns targeting competitors' issues.
- 100% PROTECTION of legacy system investment.

Cognitively Powered Customer Acquisition

Cognitive competition benchmark dashboard: the superpower to approach consumers at the most ideal moments



A major provider of telecommunications services in Asia is operating one of the largest mobile and fixed line telephone services and broadband networks in the country. This top-tier telco was used to benchmark the market and the customer sentiment of competitors with massive, outsourced pre-designed phone interview campaigns. Before utilizing cognitive computing, it was expensive and very cumbersome, and they were not sure if the market research agencies asked the right questions.

The Loop Q cognitive appliance scans competitors' websites and users' most recent forum comments. The telco's marketing team uses this intelligence for instant micro-targeting. They can now do timely marketing campaigns to win competitors' customers when the competitors are having specific customer satisfaction issues.

With the cognitive capabilities, they base campaigns on the high-volume real-time competitor benchmarks. The real-life market situation is then visualized on a sophisticated dashboard.

Challenge

Understanding the real-time sentiment of your competitors' customers

The marketing team of the client sought to have real-time actionable insights for each competitor. This used a new competitor dashboard that discovers and monitors, in real-time, the marketing strategy and competitor's issues. This is achieved, by continuously analyzing the competitor's website, customer issues expressed in social media, content strategy, and email marketing strategy. This client's previous approach had used slow and expensive traditional phone surveys to monitor the satisfaction levels of a

Case Study
Asian Telecom
Operator

Industry
Telecommunications



Customer at a glance

Company Overview

A major provider of telecommunications services in Asia. The provider operates one of the largest mobile, fixed line telephone services and broadband networks in the region. Providing communications services to 50 million mobile subscribers, nearly 3.5 million broadband customers, and 900,000 landline subscribers.

Application

- Automated competition benchmark and marketing analysis

Hardware

- Apollo 6500 Gen9
- Hosting up to 8 P100 and 256 GB of RAM, using 2690V4 processors

Loop AI Labs HPC appliance

- Powered by GPUs, scales from 8,000 cores up to 40,000 cores
- Up to eight appliances clustered using InfiniBand, addressing high-demand processing tasks

Software

- Loop Q, Loop AI Labs' unsupervised human-capacity cognitive computing platform is designed to be general purpose, enabling endless possibilities for implementing various cognitive applications across all industries
- Learning on the dark data of competitor's websites, social media channels and email marketing.



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sample of their competitors' customer base. This used a list of predefined questions that were constantly updated by the marketing team.

Cognitive Solution

The cognitive application developed by a Loop Certified Partner uses the Loop Q cognitive appliance. The HPE Apollo 6500 server is the main platform for training deep learning models across the enterprise. It provides rack-scale, automated, real-time intelligence, using up to 8 GPUs per compute node, pairing perfectly with the Loop Q appliance.

The appliance makes use of real time competitor's dark data, including their website, social media, forums and email marketing. This solution provided real-time actionable insights for each competitor, visualized on a new dashboard that reveals the market situation for each of the competitors.

Dark data used for learning:

Competitor's websites, social media channels and email marketing.

Dark data used for reasoning:

The new data created in the channels used for learning.

Benefit

Phone surveys are often expensive and slow to run. The solution provided through the Loop Q appliance offered up to \$1 million reductions in the costs associated with phone surveys. Using the intelligence provided by the real-time competitor analysis, the marketing team is able to contact customers at the most relevant time. This improved the performance of their micro-campaigns by 5%, winning their competitors' customers. The solution also completely protected legacy systems investment.

"Cognitively-enabled dashboards are a valued tool for both internal and external uses. We are happy to see, how cognitive technologies allow our clients to compete better by taking advantage of 100% of their own data reserves, as well as public sources such as websites, forums, and media."

- Jaana Heikkila, VP, Marketing at Loop AI Labs

Learn more at
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