

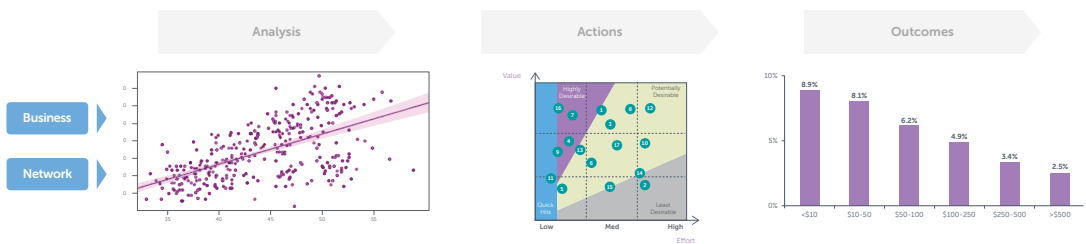
Smart CapEx: Data-Driven Network Decision Making

Vodafone Germany aimed to reduce churn among high-value customers by improving network performance and investment efficiency. The company faced a fragmented technological ecosystem inherited from past mergers, resulting in disconnected systems, limited data correlation, and unsatisfied customers (in some cases deep detractors).

To address these challenges, Celfocus in collaboration with Vodafone Germany developed a **unified data analytics framework** that connects business and network data in a single model. This solution enables Vodafone to make smarter, data-driven decisions on where to invest, to avoid network contention, improve customer experience, and ensure more efficient **CapEx allocation**, with direct impact on the company's ROI.

Correlation & Insights - Apply analytics to uncover insights

Illustrative



Is there correlation between NW issues:

- Deep detractors?
- Churn?

Customer value segment behaviour

Prioritize network maintenance according to:

- Potential value retained
- Effort to enhance capacity

Optimize NW element usage

Churn reduction per customer value segment

Optimized ROI and value creation

CHALLENGE

Vodafone Germany needed to enhance the experience and satisfaction of high-value customers despite challenges related to:

- **Complex Technological Ecosystem** integrating a variety of inherited technological systems and solutions.
- **Data Siloed Exploration** mainly between business and network domains.
- **High-Value Customer Churn** driven by perceived suboptimal network performance or by product design.
- **Migration** from legacy systems to a secure, cloud-based platform.

SOLUTION

Celfocus created a data analytics framework that efficiently cross-references large volumes of **OSS and BSS data**, transforming them into actionable insights for business and network optimisation. The solution ingests and consolidates key customer, household, footprint and network data into a central data lake, leveraging existing enterprise data products and KPIs.

Within this unified model, business and network dimensions and KPIs are correlated to enable fact-based decisions and their continuous monitoring. The insights derived from these correlations guide Vodafone Germany in prioritising network investments, simulating different scenarios, and assessing their impact on customer value — creating a truly data-driven, closed-loop decision process.

BENEFITS



CapEx Efficiency

Maximising network value and optimising telecom spending through ROI-driven investment scenarios.



Churn Reduction

Retaining high-value customers by understanding and addressing the link between network performance and behaviour with special focus in high-value customers and deep detractors.



Data-Driven Decisions

Enabling adaptive, evidence-based planning with a unified view of business and network data.

Making Data Actionable.

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