



# Sales and Marketing for Telecommunications





- 3 Introduction
- 4 Comprehensive GIS Overview
- 6 Sales and Marketing Using ArcGIS
- 7 Coverage and Market Demand
- 8 Case Study: Spark
- 9 Community and Customer Engagement
- 10 Business Intelligence
- 11 Case Study: Claro Brazil
- 12 Summary



# Introduction

## Leveraging a Modern GIS for Successful Sales and Marketing Strategies

Location intelligence is fundamental to all communications services—mobile and fixed, residential and enterprise. Esri® ArcGIS® is a comprehensive geographic information system (GIS) for telecommunications, consisting of a system of record, system of engagement, and system of insight. It leverages the power of location intelligence to directly support planning and engineering, network operations and maintenance, customer service, sales and marketing, and IT. With ArcGIS, you can exceed your organisation's sales and marketing initiatives with powerful tools purposefully designed to provide insight and engagement, and empower you to digitally transform your business.

In telecom organisations, this foundation provides sales and marketing teams with quality real-time information and

analytics for intelligent decision-making and collaboration, and serves as a competitive advantage for the entire organisation. Whether it is in interacting with customers, planning and developing regional strategies and tactics, or safeguarding the customer experience, ArcGIS allows organisations to better understand their customers and develop effective action plans for serving them.

Whether your organisation is focused on coverage and process mapping, revenue growth, greenfield opportunity analysis, upsell analysis, door-to-door strategies, market analysis, or other programs, ArcGIS serves as a single authoritative, interconnected, and integrated system for all workgroups in a telecom organisation. Sales and marketing teams can be assured they are maximising returns on investment while providing the best possible long-term customer experience.





## Comprehensive GIS Overview

Throughout the world, the challenges sales and marketing teams face in the current telecom marketplace, combined with the lack of broadband availability in many areas, underscore the need for vastly superior ways of identifying market demands, enabling staff to better serve communities, while also developing and sharing vital business intelligence throughout the entire organisation.

To overcome these challenges and accomplish their goals, many telecom organisations leverage ArcGIS, a comprehensive GIS. *Comprehensive* means it contains all the elements required for solving complex telecom challenges throughout the company, not simply making conventional

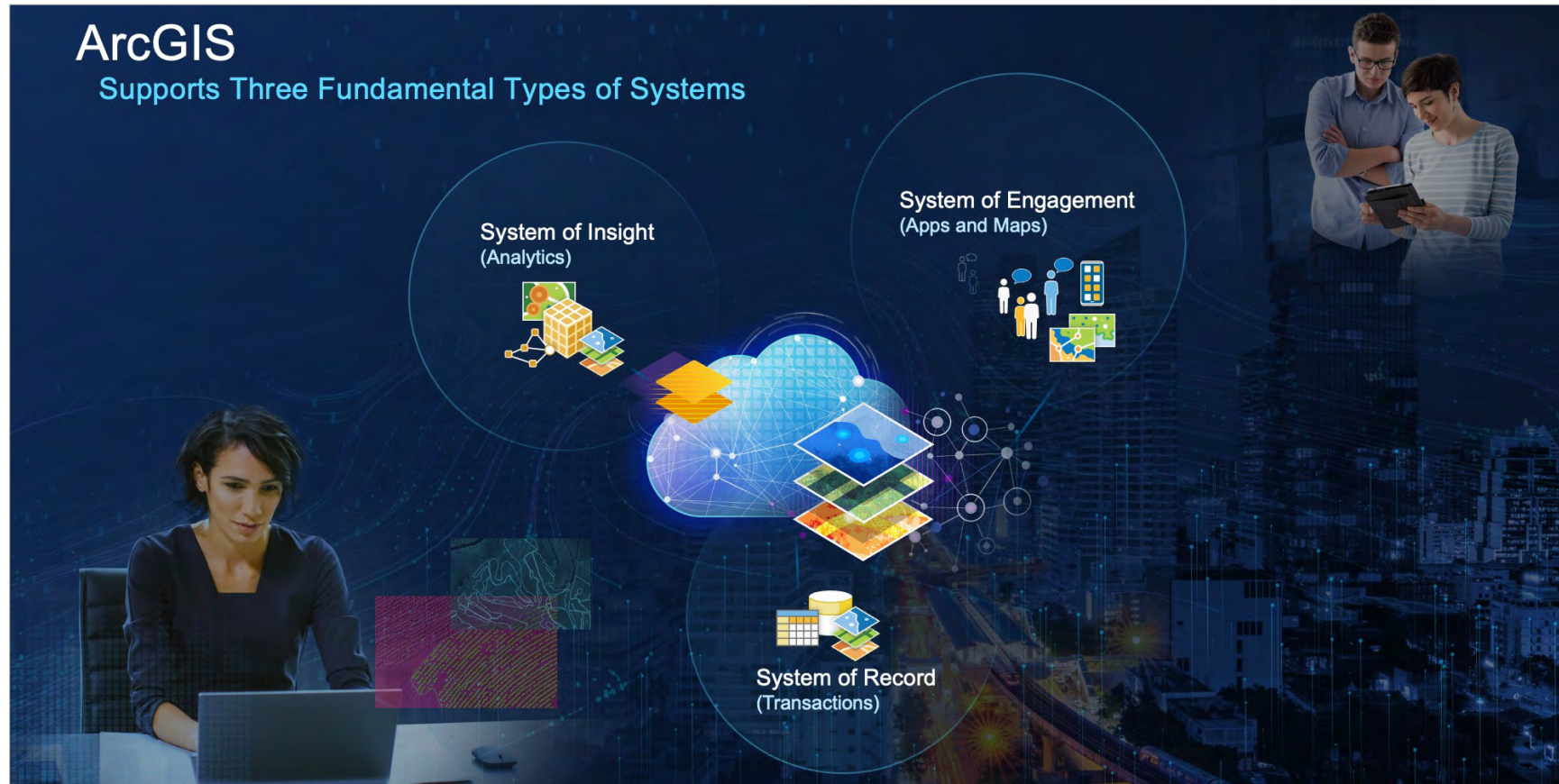
network maps faster. It maintains key information, analysing and distributing it to teams needing real-time business intelligence.

ArcGIS does things that other traditional mapping GIS systems can't: it employs an unparalleled data model and consumes most any form of external data. The rich data supports out-of-the-box analytics and the latest artificial intelligence (AI) and machine learning tools. The results are easily exploited with engaging apps and dashboards personalised to each user's role. These tools provide focused capabilities and align to how people work today.



# ArcGIS

## Supports Three Fundamental Types of Systems



These capabilities provide a seamless experience for users and allow sales and marketing teams to succeed when using the following systems:

- **System of record**—Data management and integration
- **System of engagement**—Sharing, collaboration, and dissemination
- **System of insight**—Analytics, models, and data exploration
- **Real-time Internet of Things (IoT)**—Measurement and status

- **Location services**—Developer tools for integration and customisation

The telecommunications industry is demanding new digital tools that show the complete picture and provide powerful insights—insights that include exceptional visualisation on any device, anywhere, at any time. As the requirements for GIS have evolved, so has ArcGIS. It delivers the power to increase effectiveness in every corner of a company.



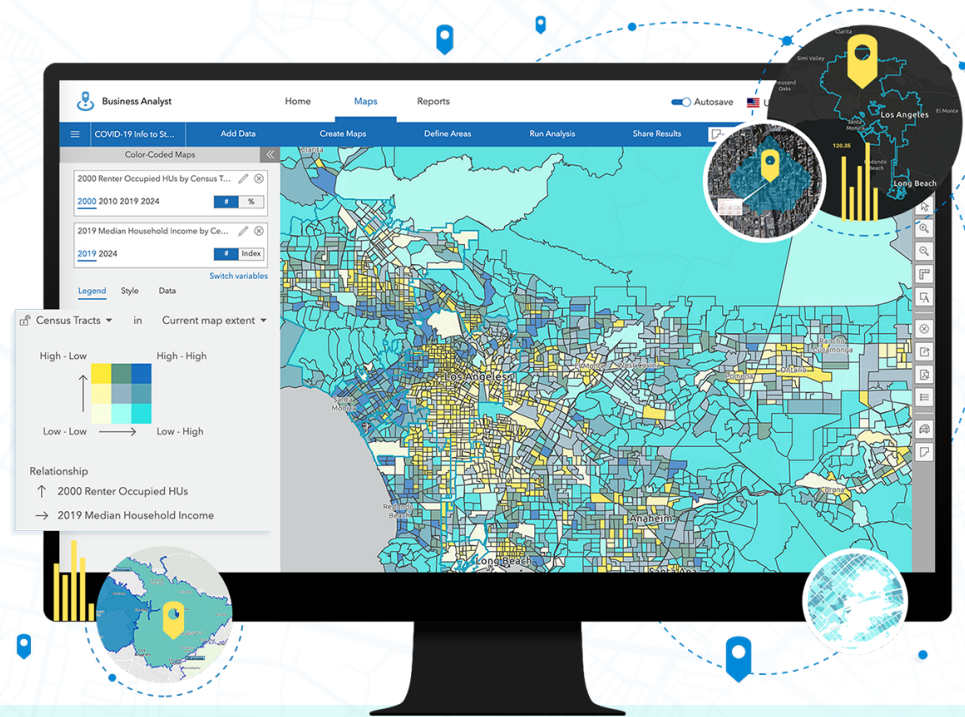
# Sales and Marketing Using ArcGIS

Communications service providers (CSPs) are always looking for ways to increase revenue. Revenue growth starts with understanding market demand and performing sales analytics. Next, it moves into ensuring a successful customer journey by accurately qualifying a prospect and providing service fulfillment. Finally, it goes into retaining and upselling the customer for continued revenue streams.

Esri's ArcGIS technology can help CSPs increase revenue by integrating spatial analytics with existing marketing and sales analysis data to locate high-growth areas and upsell opportunities. ArcGIS solutions can enable presales engineers and customer sales representatives (CSRs) to qualify customers in one-quarter of the time traditionally spent. ArcGIS provides geospatial tools and maps to the organisation for improving customer retention and experience as well.







## Coverage and Market Demand

Understanding market demand allows the right product or service to be offered to the right customer at the right time. Organisations can improve market and revenue forecasts with geospatial insights provided by ArcGIS tools and maps.

ArcGIS enhances geotargeted marketing campaigns with location analytics and rich demographic datasets combined with and modeled against current network infrastructure and coverage areas. Finally, it enables organisations to offer the coverage and service availability maps that crowdsource customers demand.

Another way to increase revenue is by expanding the average revenue per unit (ARPU). ArcGIS offers demographics and spatial analysis tools to perform customer segmentation analysis to locate prime upsell candidates for your new products and services. Marketing teams can also leverage these powerful analysis tools to identify underserved portions of the community and develop strategies with engineering teams to provide services.

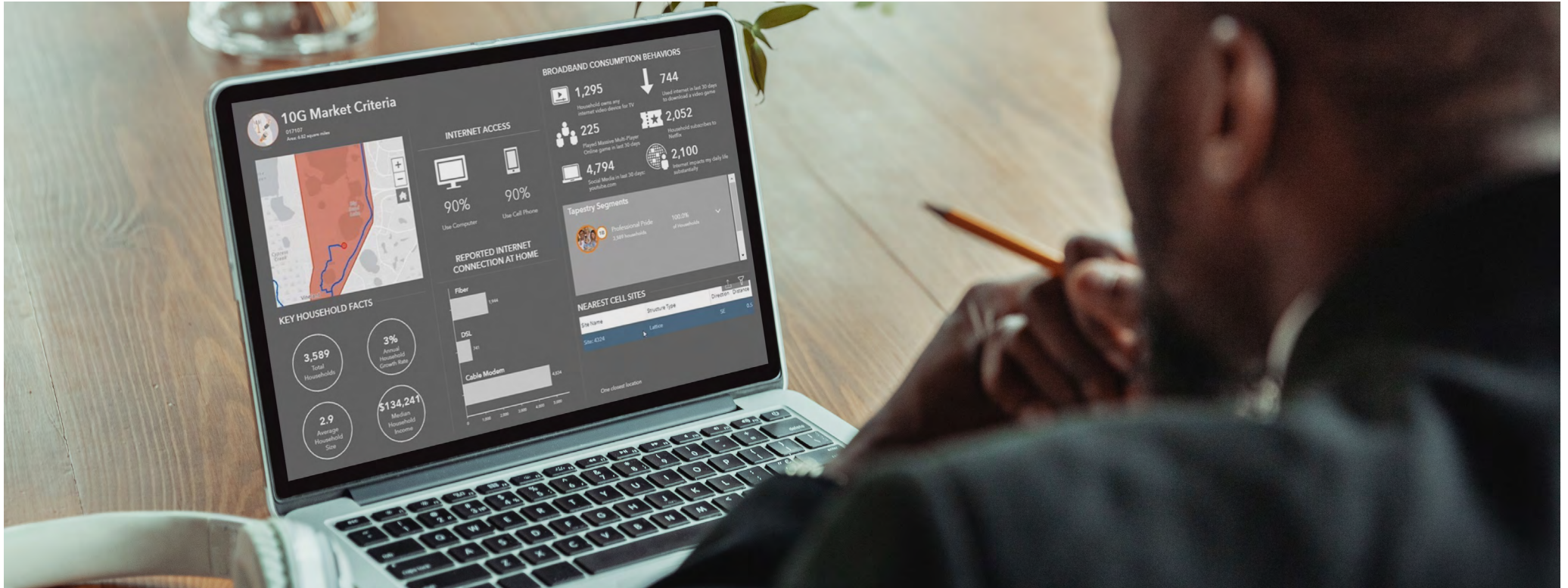


# Spark

By deploying an ArcGIS solution for door-to-door sales management, sales representatives were able to see a customer's existing services, identify what services were available at the customer location, and collect information from the field in a digital format.







## Community and Customer Engagement

Reducing churn and boosting customer engagement also drives revenue growth. ArcGIS brings location information from across the organisation into the hands of the sales and marketing team members so they can make the most accurate decisions possible. Through integration of information such as customer call records, network performance and outage records, and Net Promoter Scores (NPS), ArcGIS empowers CSPs to geographically monitor the customer experience and better understand the demographic characteristics of their customers in real time.

Sales teams can leverage mobile apps—as well as their desktop—to instantly qualify a prospective business and provide a timely and accurate quote for new service, ensuring the customer journey is off to a good start. The spatial analytics capability in ArcGIS enables the automation of fibre routing and service qualification, allowing sales teams to provide customers with realistic timelines.

ArcGIS solutions automatically identify the shortest path from an address to your network access point. You can also evaluate alternative routes and additional revenue opportunities so you can maximise profitability and reduce time to market.





# Business Intelligence

Location analytics supports sales and marketing in many ways—from retail analysis to customer 360 analysis to service qualification analysis. ArcGIS offers hundreds of ready-to-use spatial analytics tools to geographically analyse customer data and qualify customers faster. Business intelligence apps and resources, such as ArcGIS Living Atlas of the World, contain valuable data and information—like demographic and socioeconomic variables—to help data scientists, business analysts, and network management teams better understand their customers and market.

Executive dashboards are the ideal space for teams to

collaborate, leveraging real-time updates available on any device. Map viewers summarise total sales and churn and break down activities by region, team, or person, providing insight into areas where sales can be improved. Additionally, they allow the comparison of actual sales to new network build-out projections and evaluate return on investment.

With ArcGIS, sales and marketing teams can quickly and accurately identify high-potential areas where they can upsell to existing customers or convert new ones. They can also view current market penetration by neighborhood and assign sales representatives for targeted marketing campaigns.

## Claro Brazil

Claro Brazil, the second-largest telecom in Brazil, leverages ArcGIS to spatially analyse new markets for expansion and to map out competition. Claro reduced costs by using ArcGIS to locate its network assets that were near those of its competitors and identify which ones it owns and which ones it rents. This helped the telecom determine where to expand its own infrastructure. For Claro, automating its slow manual processes has been the greatest advantage of using ArcGIS.





# Summary

Using ArcGIS as a comprehensive foundation, sales and marketing teams in telecommunications organisations can best prepare for the challenge to increase revenues, understand market demand, perform real-time sales analytics, ensure the success of their customers' journey, qualify prospects, and retain or upsell customers.

ArcGIS allows for proactive and predictive efforts, simplified real-time processes, and clarity of quality information for informed decision-making. With ArcGIS, telecommunications organisations have the comprehensive ecosystem of resources needed for successfully meeting the needs of today's consumers and the consumers of tomorrow.





Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping, helps customers unlock the full potential of data to improve operational and business results.

Founded in 1969 in Redlands, California, USA, Esri software is deployed in more than 350,000 organisations globally and in over 200,000 institutions in the Americas, Asia and the Pacific, Europe, Africa, and the Middle East. Esri has partners and local distributors in over 100 countries on six continents, including Fortune 500 companies, government agencies, nonprofits, and universities. With its pioneering commitment to geospatial information technology, Esri engineers the most innovative solutions for digital transformation, the Internet of Things (IoT), and advanced analytics.

For more information, visit [esriuk.com/telecommunications](https://esriuk.com/telecommunications).

### Contact Esri UK

Millennium House, 65 Walton Street  
Aylesbury, Buckinghamshire  
HP21 7QG

Offices worldwide  
[esri.com/locations](https://esri.com/locations)

T +44 (0)1296 745500  
E [sales@esriuk.com](mailto:sales@esriuk.com)  
[esriuk.com](https://esriuk.com)







Copyright © 2021 Esri. All rights reserved. Esri, the Esri globe logo, ArcGIS, The Science of Where, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2104804