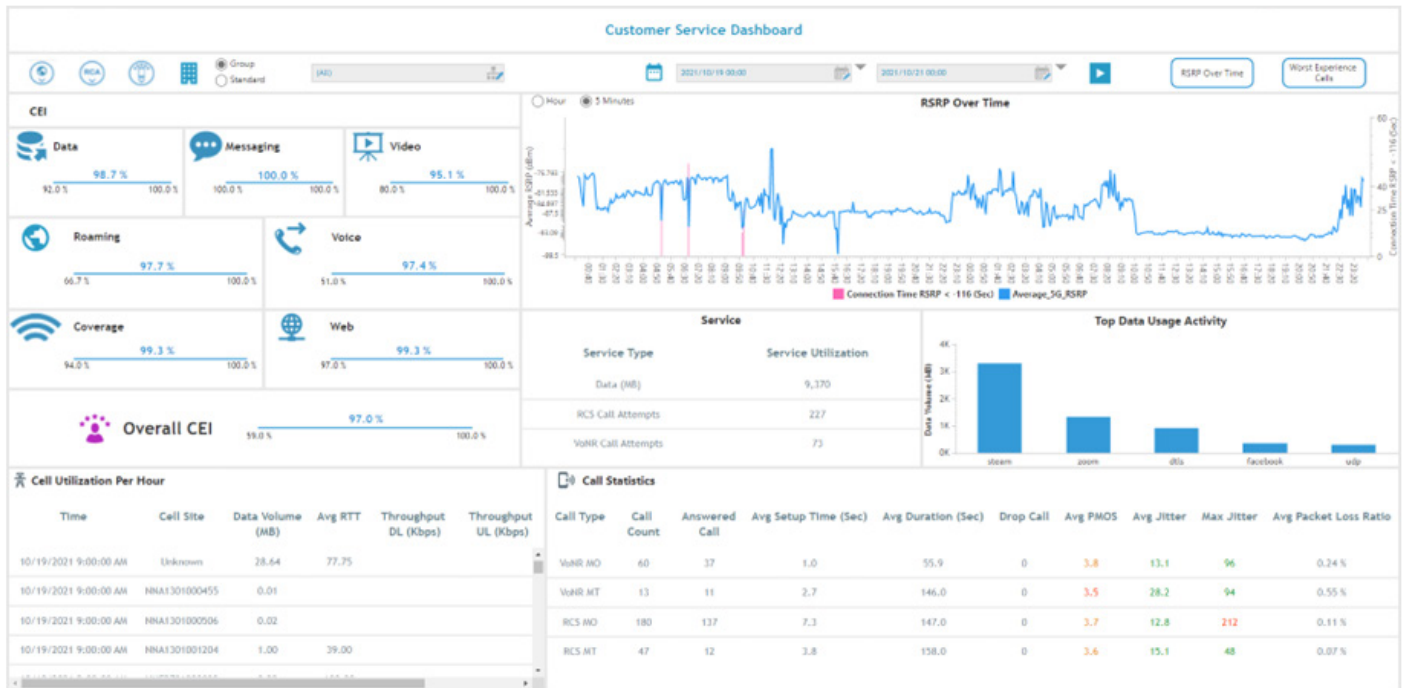# RADCOM

RADCOM Customer Segmentation

Telecom operators are looking to bridge the gap between data analysis and actionable marketing intelligence. RADCOM Customer Segmentation Solution offers marketing teams deep insights into customer behavior and preferences. It enables operators to understand usage trends and offer more personalized services that drive revenues with upsell insights. It analyzes data patterns and usage and divides customers into specific groups, such as apps or services used, pre-paid, post-paid, and more. This allows telecom operators to offer personalized marketing strategies, targeted campaigns, and improved customer engagement. These can be used for over-the-top app promotions or customer care offerings.

Benefits

- Creates tailor-made offerings to boost revenue
- Delivers customized pricing and personalized services to enhance customer experiences
- Provides trend insights to sales and marketing to improve upgrade opportunities
- Helps promote plans and new devices to specific subscribers
- Filters data according to different segmentations such as devices, locations, network elements, and more

RADCOM (Nasdaq: RDCM) delivers real-time network analysis, troubleshooting, and AI-driven insights to ensure a superior customer experience. Utilizing cutting-edge technologies for over 30 years, we provide dynamic service assurance through the following solutions, including: RADCOM Customer Experience, RADCOM Network Performance, RADCOM Operational Efficiencies, RADCOM Network Troubleshooting, RADCOM Revenue Generation, RADCOM Service Quality and RADCOM Network Tapping.

For more information visit: https://radcom.com/