Telecommunications
Use Case

Their Problem

Shifting demographics and trends have exposed weakness in QoS and retail sales

Optimizing retail location footprints, hours of operations, staffing and sales performance needs detailed analysis of trending data from an array of both internal and external systems. Responding quickly to trends and social activity is required to improve QoS and increase sales at lower costs. Today's systems are reactive and delays cost money.

Our Solution

Provides critical insights and data analytics to improve operations footprint

By ingesting store retail performance data, staffing data, social sentiment data and specific population data and analyzing it in sequence with external factors such as weather, traffic, social unrest and demographic shifts, Live Earth provides business insights to drive improvements to footprint, sales staff and operations at all locations.

Top Benefits

Improves logistics for all channel and docking activities.

Respond quickly to hazardous channel conditions.

Improved accuracy of billable events for increased revenue.

"Visualizing our retail locations and the overall performance of each location in relationship to external factors, staffing, and regional social trending and social sentiment has enabled an overall improvement in cost and efficient delivery to customers."

- Operations, Telecom Company