

Synthetic CRM data
for analytics with
Telefónica





CHALLENGE

In the telecom industry, data is everything. To keep customers happy and onboard, companies need to stay on top of trends and determine the next best actions accurately. Analytics, just like AI, can only be as good as the data that is used for extracting insights. However, as much as 80-85% of customer data is locked away due to lack of customer consent, keeping a large portion of customer behavior in the dark. To complicate matters further, this consent can be withdrawn at any time, and systems need to be able to accommodate such changes. Consequently, analytics projects often fail to even take off for lack of compliance.



SOLUTION

Customer data from Telefónica's CRM Datamart is synthesized by MOSTLY AI synthetic data platform, the category-leading synthetic data platform to provide a statistically identical data alternative. The new, synthetic datasets contain none of the original data points, yet provide the same statistical patterns and correlations as the original. The synthetic data version is the only GDPR-compliant way to power analytics and AI projects.



RESULT

Thanks to the synthetic copy of the CRM database, Telefónica has been able to increase customer understanding through better analytics. With several million records synthesized, customer behavior can be understood and predicted with unprecedented accuracy, allowing the company to reduce churn and increase customer satisfaction.

HIGHLIGHTS



Up to
85%
time reduction for
data delivery

Millions
of records

100%
GDPR - compliance

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