
Neustar Introduces Communications Analytics Solution for Service Providers

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Enables CSPs to Create Valuable Information Assets to Retain Customers and Identify New Revenue Opportunities

STERLING, VA.— Neustar, a trusted, neutral provider of real-time information and analysis, today announced its new Communications Analytics solution that enables Communications Service Providers (CSPs) to organize their data into valuable information assets to improve business efficiency, minimize risk and ultimately drive revenue.

In an era where information is power, companies need to ensure they are fully utilizing their data to add value across their businesses. The effective use of data can help many service providers address risk and revenue issues such as fraud, customer retention, and revenue leakage.

Neustar Communications Analytics is a managed service solution that helps CSPs understand and reach out to their best customer audience; identify trends across customer accounts to provide a better customer experience; manage account risk by proactively pinpointing inaccuracies and patterns; and retain current customers and deliver relevant offers and new services to prospective customers.

Neustar Communications Analytics contains a growing set of data enrichment services that enables CSPs to manage efficiency and effectiveness across the entire customer lifecycle, including:

- *Recover Lost Revenue:* Neustar Revenue Assurance helps CSPs accurately capture revenue for all services rendered.
- *Quantify Acquisition Risk:* Neustar Risk Management helps CSPs proactively identify former customers upon reapplication for service who might need focused collections efforts or special handling during service provisioning to reduce the risk of future bad debt.
- *Maximize Voice Profits:* Neustar Margin Management delivers highly accurate and detailed analysis of network costs, performance and profits down to the route, city code and/or switch level that proactively identifies interconnection agreements and routing policies that can be improved to drive performance and profit.
- *Increase Dealer Performance:* Neustar Sales Performance Management helps improve customer take rates and increase satisfaction by analyzing and improving sales channel behavior.

“To compete in today’s customer-centric business world, it’s important for CSPs to be vigilant about ensuring the best possible customer experience while avoiding unnecessary risk,” said Jean Foster, Vice President, Carrier

Services, Neustar. “Neustar Communications Analytics is a complete solution combining professional services, advanced technology, proprietary information, and business expertise to ensure CSPs are armed to retain customers, reduce risk and identify future business opportunities.”

To start the effort, CSPs can use Neustar’s assessment services to identify and understand priorities, gaps and goals unique to each organization. Neustar delivers ranked recommendations to address business challenges for greatest impact and return on investment.

For more information on Neustar Communications Analytics, visit <https://www.neustar.biz/communications>

About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at www.neustar.biz.