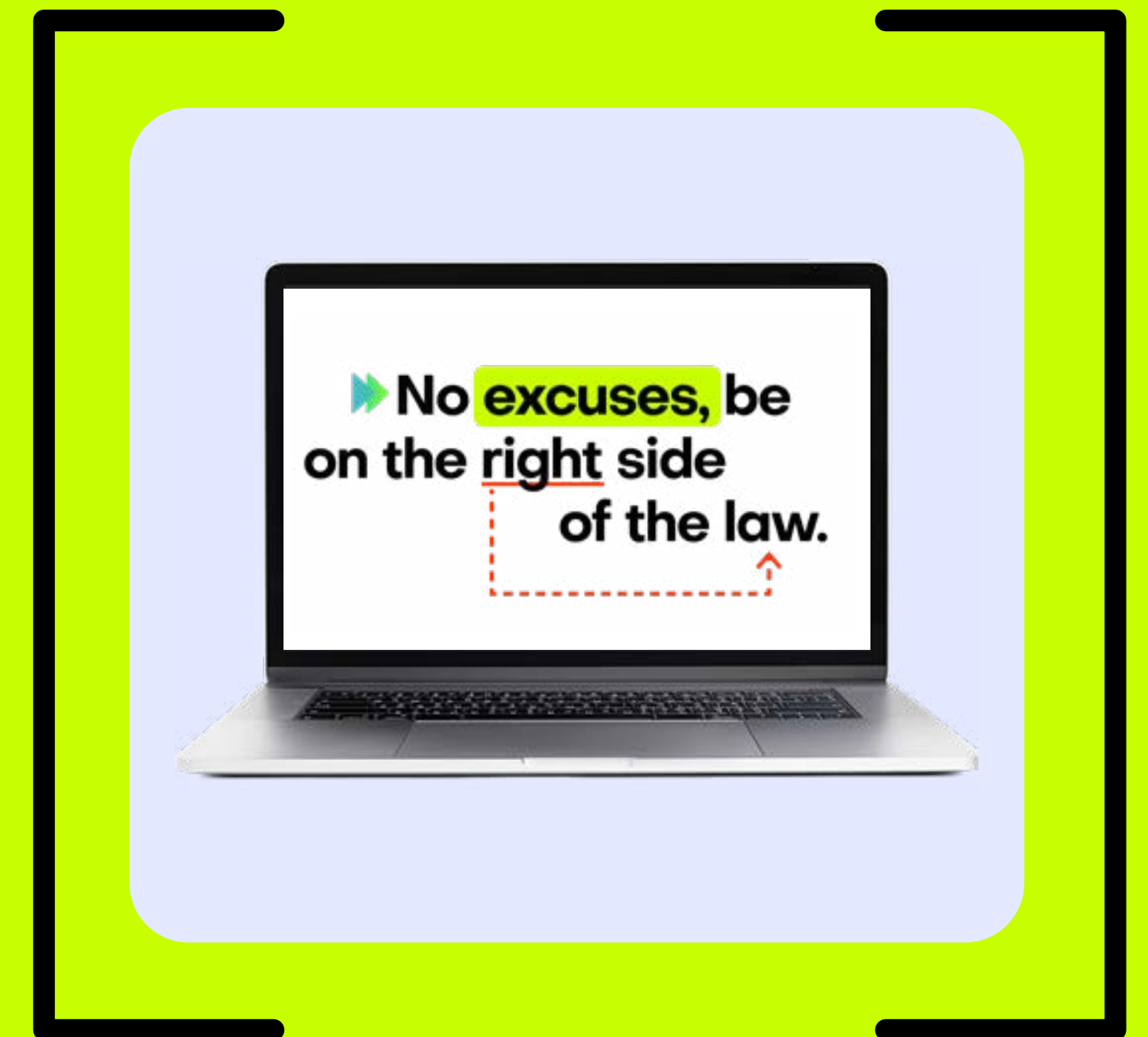# Telefónica's Analytics Projects get the Fuel they need with Synthetic Data

In the telecom industry, data is everything.

Challenges

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 To complicate matters further, this consent can be withdrawn at any time, and systems need to be able to accommodate such changes.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's 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.

▶▶ **Make it better to make it right.**

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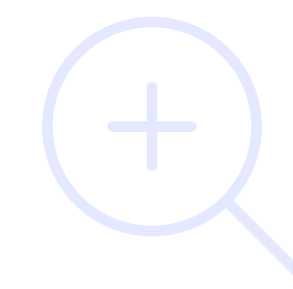
Highlights

Up to 85%

time reduction for data delivery

Millions

of records

100%

GDPR – compliance

About
MOSTLY AI

▷ Talk to one of our experts

MOSTLY AI is the leading synthetic data company globally. Its platform enables enterprises across industries to unlock, share, fix and simulate data.

Thanks to the advances in artificial intelligence MOSTLY AI's synthetic data looks and feels just like real data, is able to retain the valuable, granular-level information, yet guarantee that no individual is ever getting exposed. This enables businesses to drive innovation and digital transformation, overcome data silos, improve machine learning models as well as application testing capabilities. MOSTLY AI was founded in 2017 and is headquartered in Vienna, Austria. Its global operation includes customers in a variety of verticals, including banking, insurance and telecommunications.

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