

The Problem

What to offer a prospective customer in order to maximize their lifetime value? What save offer would make a customer most likely to continue service? These are complicated questions, often with nuanced and uncertain answers. But before making those predictions, many cable & telecom customers find they have a much more basic problem to solve.

Most telecoms' homes-passed and serviceability files are riddled with errors and omissions. When a prospective customer asks, "Can I get service at my home?", the answer should never be inconclusive, incorrect, or require an engineering check.



COMMON ERROR AREAS

Address data problems have historically been difficult to resolve because the root causes are so varied. Common issues include:

- data entry errors (e.g., a zipcode off by one digit)
- errors of omission (e.g., 114 Main Street didn't exist at the time of mapping, so is absent from the file)
- interchangeable city or town names (e.g., Towson, MD and Baltimore, MD are both acceptable for a given address, but only one is recorded)
- abbreviation and order differences (e.g., S. Main St. vs. Main St. South)
- formatting differences (e.g., Unit A vs. A vs. Unit 1)

Our Solution

Actifai's address validation pipeline and serviceability AI solves these issues using a combination of pattern matching and geospatial mapping.

Our intelligent tool first finds an acceptable verified version of an address provided to your customer service representatives or entered online. Then, we perform two discrete analyses:

First, the tool determines alternate possible versions of that address and compare these to what exists in your database (for instance, correcting 14 S. Main Street, Anytown, VA 21210 to 14 Main Street South, Anytown, MD 21210).

Then, geospatial analytics can determine the serviceability for these and missing addresses. For instance, if there is no match for "113 Main Street" in your database, but 101 and 199 Main Street, the corners of that block, are serviceable—as is 151 Main Street—then using AI to back forecast, there is a 99.9% probability that 113 Main is serviceable.

SERVICABLE?

So What?

Check requests to Engineering decreased by 55%* (which meant fewer truck rolls, immediate answers for customers on the phone, fewer customer call-backs).

False negatives decreased by 45%* (i.e., cases where a CSR incorrectly believed an address was not serviceable).

In either case, the benefits are immediate: fewer costs incurred, and more revenue for your bottom line.

*in a randomized controlled trial with a real Actifai customer