



The Experts in Telecoms Data Management

CompCalc Genie

Understanding where your company is positioned within the marketplace is indispensable knowledge. CompCalc identifies your position by analyzing your customers' inbound and outbound call traffic. It provides you with valuable information about both on-network and off-network calling patterns as well as trending over a period of time.

Market share reporting options

Level 1 - Outbound Only

Outbound traffic provides a view to who your customers are calling both on-network and off-network. The analysis of multiple months of data allows Aperio to provide trending over time.

Level 2 - Inbound & Outbound

Adding inbound traffic provides an additional view of the frequency of calls to your customers. This further enhances the accuracy of the results. Both level 1 and level 2 data may be utilized to create a profile of the high-value customers, who currently subscribe to a competitor, which can be used as part of your customer acquisition efforts.

Level 3 - Enhanced

In addition to inbound and outbound traffic, Aperio CI can also enhance the accuracy of the market share results by utilizing data from other sources.

Features

Level 1 - Outbound Only

- A comparison between the number of on-net vs. off-net calls made each month.
- A comparison between the unique number of your customers who placed calls vs. the number of calls by unique off-network customers.
- The frequency in which on-net and off-net calls are made.
- A comparison between the average length of an on-net and off-net call.
- Pre-pay vs. Post-pay on-net segment usage.

- Usage Type (voice, text, MMS) on-net segment usage.
- P&L Segment (consumer, business, large corporates) on-net segment usage.

Level 2 - Inbound & Outbound

- A comparison between the volume of on-net vs. off-net calls received each month.
- A comparison between the unique number of your customers who placed calls to your other customers vs. the unique number of competitors' customers who called your customers.
- The frequency in which on-net and off-net calls are made.
- A comparison between the average length of on-net and off-net calls.

Level 3 - Enhanced

- Data provided by the Number Portability Administration Center (NPAC) which provides a listing of which carrier each mobile phone number subscribes to. This data can be utilized in conjunction with the carriers' inbound and outbound usage to identify specifically which carrier each off-network call is subscribed to. This allows us to provide market share statistics by carrier.
- Quarterly reports from each carrier allow us to compare our statistics with the statistics reported by the carriers to measure the range of difference between the two.