# pyze

TELCO USE CASES

Internal Apps:

- Understand for employees, platform adoption per application

- Optimize Usage flows to increase app adoption and increase productivity

- Ensure success of new features by iterating based on user behavior

- Combine CRM Data with User level Application Usage Data for targeted messaging

External Apps:

- Understand For Each User, which Applications they utilize on which platforms

- Optimize and improve UX based on individual user data and send messages at key touchpoints

- Combine existing user data with usage and behavior to target promotions within web & mobile applications

- Cross promote relevant services and acquire look-alike users
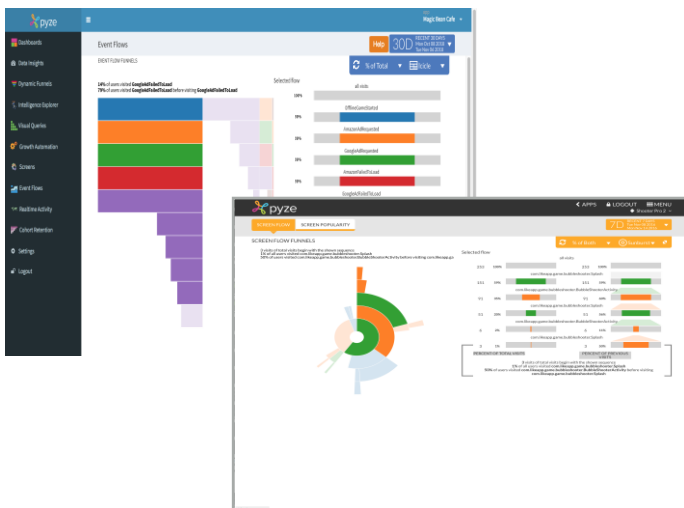
Internal Use Case

Optimize process flow for a subscriber case management application used to create, address, and resolve customer issues

External Use Case

Understand how long it takes a user to pay their bill on (Web) vs using the App (Mobile) to uncover opportunities to improve the experience