

Optimising Return of Investment Through DataSense



Customer

Telecommunications



Use Case

Lease Management
Rental Agreements



Results and Impact

Informed Decision-Making:
The telecommunications company improved its ability to negotiate fair rental agreements through access to real-time and historical rental transaction data.

Cost Optimisation:
By monitoring rental transactions on a district level, the company proactively managed operating costs, contributing to a healthier balance sheet.

Problem & Ask

A leading Malaysian telecommunications company, with a vast network of over 50 customer experience centers nationwide, faced challenges in managing the rental rates of its partner stores. The company aimed to prevent overcharging on rental agreements and ensure that the rental costs remained competitive within the surrounding areas.

Uncovering Hidden Potential with DataSense

Operational Efficiency and Cost Control

Leveraging the Transaction Insights dashboard, the company elevated lease management and negotiation processes. The platform provided real-time access to comprehensive rental transaction data from comparable locations, empowering decision-makers to make informed choices on fair rental prices prior to committing to or renewing lease agreements.

Maintaining A Healthy Balance Sheet

With DataSense, the telco efficiently maintained a robust balance sheet by closely monitoring rental transactions at a granular level. This facilitated proactive communication with stakeholders, including finance teams and regional managers, regarding anticipated changes in rental prices that could impact operating costs in specific areas.



Utilising DataSense, the Organisation gained invaluable insights into the rental value of their partner stores by analysing both real-time and historical transaction data. This empowered them to make informed business decisions and negotiate advantageous terms, thereby optimising their return on investment and maintaining a healthy balance sheet.



DataSense | Helping You Navigate a World of Possibilities

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