

Business Challenge

With fierce competitors luring customers away with almost unbelievable promotions, this telecommunications firm needed to step-up its efforts to retain profitability. The answer was to get to know their customers better while responding more closely to their needs.

Our client's Marketing and IT departments created a plan of action to refine existing analytical initiatives, build flexibility to make better business decisions, and integrate data from new applications. A roadmap was developed to detail the delivery of the new capabilities, analytic requirements, architecture design and operational requirements. In addition, a collaboration plan outlined how client resources and multiple service providers could participate in the development effort and solution deployment.

Business Solution

We embarked on this ambitious project to create a data warehouse with all of the relevant subscriber data. The purpose of the data warehouse was to obtain an integrated, consolidated, and cleansed view of their business. The data warehouse consolidated subscriber information from multiple subscription, billing, payment, sales, and customer care applications.

Aggregate and detail information was prepared for users to support management, predictive and ad-hoc reporting functionality for:

- Subscriber churn
- Service usage
- Service cost
- Equipment and accessories
- Bill payments
- Billing and revenue information
- Campaign management and marketing performance

AmberLeaf played a pivotal role in this initiative including data integration leadership, programming and design, as well as report design and development. Some of the benefits our client enjoyed after the implementation included:

- Improved insight into subscriber behavior and churn
- Increased operational efficiency and application availability
- Increased data consistency and accuracy