

Case Study - Telecom

Client Overview

The Client is India's leading provider of telecommunications services. The businesses have been structured into two strategic business groups that is wireless and landline services. The wireless services group provides GSM mobile services across India in twenty three telecom circles, while the landline services group provides broadband & telephone services, long distance services and enterprise services. All these services are provided under one renowned brand.

Business Need

The client's existing systems were not flexible for report generation and thereby business users were unable to extract complete information easily and quickly. Reports used to be generated by extracting into MS Excel. Different source systems typically use inconsistent data, which needed reconciliation thereby to facilitate data consolidation.

The difficulties that we faced were:

- Disintegrated reports
- Duplication of report generation by different departments
- Lack of flexibility in Report generation
- The Data is not available on web to be accessed by all users.
- Reports are sent via email to the Business Users
- Lack of Data Quality

As business analysis was to a limited extent from the current system, there is a need for data warehousing solution to enable the business users to take timely and right decisions.

The Challenge

With massive expansion plans on the cards, the customer needed a Business Intelligence solution that would help it to use its operational data effectively to retain customers and increase their market share and airtime. The customer needed a system that could assist them in analyzing the usage patterns of customers based on various factors like rate plans, origin and destination of calls and types of calls. The analysis would assist them in understanding customer preferences, equipping them with information needed to broaden their customer base and increase market share and revenue.



The Solution

iDecisions Consulting Pvt Ltd has successfully implemented Business Intelligence solution. The solution offers key advantages, such as a telecom-centric data model, reduced costs and quick results. The implementation of BI involved the effectuation of KPIs in call usage and churn areas. The KPIs help in analyzing:

- Airtime in terms of number of calls,
- Real and billed minutes,
- Auditing of customer cancellations.

BI also provides dynamic generation of standard reports in a matter of seconds.

The Benefits

With the BI solution in place, the customer is now in a position to create attractive rate plans to increase airtime and revenues. It can concentrate on improving tariff plans by identifying those schemes preferred by customers. Further, it is in a position to determine the usage and cancellation patterns of different segments of customers, and the reasons for the same, thereby enabling them to take timely precautionary measures.