

Case Study - Telecom

Client Overview

The client established its presence in India way back in 1994. In early 2000, Orange was launched in Mumbai. In 2000, the client did a joint venture with another top firm to expand its presence in the country. The client acquired the cellular licenses in Delhi, Kolkata and Gujarat in 2000 to become one of the largest cellular businesses in the country. It now has operations in 13 circles – Delhi, Karnataka, Andhra Pradesh, Chennai, Kolkata, Gujarat, Haryana, Rajasthan, UP (E), UP (W), Punjab, West Bengal and Mumbai. It has a customer base of over 7.6 million people and is committed to providing the best in service and technology to its customers.

Business Need

The current reporting system used for the Analysis of all the activities in the company was able to show data only at the Yearly or at Monthly level. The key requirement to show granular level from Monthly to Daily to Hourly level data was not met which is very important looking from the Business perspective which helps them in doing the trend analysis and also gives them the entire scenario of the business at the most granular level.

The Challenge

Many critical functions of the Client like:

- CRM programs to optimally target services.
- Reduce Churn.
- Ensuring complete and accurate billing and modeling call behavior with revenue assurance programs.

The above processes rely on fast, complex analysis CDR data.

Unfortunately, acquiring and managing large volumes of CDR level data at most granular level is costly and time-consuming as processing time is very lengthy for billions of records and Tera scale storage costs are of great barrier. This significant performance resulting in incomplete information for decision-making, or costly and time-consuming system development and maintenance.



The Solution

iDecisions Consulting Pvt Ltd has successfully implemented Business Intelligence solution for the client. The solution offers key advantages, such as precise quantified Reports with reduced costs and quick results. The implementation of BI involved the effectuation of KPIs (Key Performance Indicators) in call usage and churn areas. The Call Usage Reports and KPIs help in analyzing Airtime in terms of number of calls, Real and Billed Minutes, while the Churn - Acquisition Reports and KPIs enable auditing of customer Acquisitions, Cancellations and Finance Reports help in analyzing Recurring Revenue and Usage, Roaming Revenue, Opening and Closing no. of Subscribers etc.

Benefits

With the above implementation of Business objects, the Business Users could get the most granular CDR level data with a precise response time which was the key requirement of the Client. The CDR level data right from Call Direction, Call category to Distance Band was made available to the Business Users and also data was made available from Year, Month, Day and Hour.