Customer

INDUSTRY

Telecom

ORGANIZATION PROFILE

- Fortune 50 Company
- $80bn annual revenue
- 150,000+ employees
- U.S.-based

Case Summary

BEFORE TMMDATA

More than a quarter of the telecom's customers who visited the enterprise's online support pages ended up contacting the support call center for additional assistance. Without a clear picture of when and why customers needed additional assistance, attempts to reign in call center costs lacked data-informed business cases.

WITH TMMDATA

Using TMMData's Foundation platform to painlessly access and blend online digital and offline call center data sources, as well as external vendor and internal sources, the client **reduced the rate of its users requiring calls to customer service to 13% and saved more than $2.3 million in call center costs.**

TMMData Foundation platform's 360° data integration saved Fortune 50 Telecom Giant $2.3 million in call center interactions

TMMData's client is a fortune 50 telecommunications giant that prioritizes customer retention, having already captured a third of the market share for cable TV, internet and phone services in the U.S. A major component of its retention strategy is focused on improving the customer experience, which can be expensive when relying heavily on human resources like excellent customer care representatives available 24/7 by phone.

DRIVING EFFICIENCIES THROUGH PAINLESS DATA BLENDING

TMMData helped the telecom company get a complete view of its customers' service needs, enabling the enterprise to more efficiently solve customers' problems through digital self-service rather than needing to reach out to customer service representatives. With a 360° view of its users' troubleshooting journeys—from online self-service support content to picking up the phone to be connected with live support—the client identified areas where online support content could be improved to empower its customers to easily resolve issues on their own. Armed with these critical analyses, **the company was able to save more than $2.3 million in call center costs alone** over the course of two years.

The Challenge

Manual processes, inaccessible data sources and data-deficient debates

The telecom company's digital self-service department lacked an efficient way to create a central data ecosystem that automated the blending of various online, offline, internal and external data sources impacting the business unit, and specifically to marry call center and web behavior data to connect critical events in the pathway from digital self-service to live customer service. Without the ability to connect data about customers' online behavior with their offline calls to customer service, internal discussions about how to reduce the rate of service phone calls were based on instincts rather than facts.

The Solution

Automated integration of online and offline data, seamlessly exported for reporting and analysis

TMMData's Foundation platform automates data access, integration, preparation and delivery processes, enabling the client to easily centralize every data source that informs its business, combine and match disparate data sets, and painlessly move relevant information into its preferred best-in-class analysis and visualization tools to drive the insights that saved the enterprise millions in call center costs.

AUTOMATED DATA ACCESS AND BLENDING

The telecom's teams utilized Foundation's Flow tool to automate access to online and offline data sources—from first-party internal customer data extracted from its national data warehouse, to Adobe Analytics and Audience Manager data, web log-on and behavior information, and multiple vendor sources—and move information into its business intelligence tools for analysis. Using the Flow tool, teams broke through seemingly impermeable data silos and automated data pulls and pushes to eliminate time-sapping and error-prone manual imports, reformatting and exports. With all of the data relevant to customers' service pathways finally available, the client was prepared to make connections between web behavior and incoming support team calls.

SELF-SERVICE DATA PREPARATION

Foundation's Fix tool allowed the company's analysts to quickly blend and prepare centralized data before delivery to business intelligence tools. Through automated business processes, they were able to match customers' online log-ins and activity to the same customers' offline calls to the support team. With these critical connections between disparate data sets made, analysts using their chosen business intelligence and visualization tools clearly identified which online self-service help pages were successful and which were not.

UNIFIED, GOVERNED DATA REPOSITORY

Fast, direct access to all of its data sources enabled through Foundation's File tool provided complete visibility into current customer service needs through a centralized data-mart of cleaned, governed data.

CONNECTED PLATFORMS

Adobe Analytics

Adobe Audience Manager

Excel

tableau

TERADATA

DOMO

MySQL

TMMData
FOUNDATION

FOUNDATION
CAPABILITIES UTILIZED

- Automated data access + movement (Flow tool)
- Self-service data prep (Fix tool)
- Data storage + management (File tool)

The Results

True 360˚ customer support data visibility and millions of dollars saved

Once armed with the ability to merge its complete range of internal, vendor, online and offline data sources that rarely "talk to" each other, the telecom company had a rich, detailed picture of its customers' support experiences. The company was able to calculate the percentage of customers who visited online support pages in an attempt to self-service, but ended up needing to call a customer service representative in the following 24, 48 or 72 hours to fully resolve their issues.

360˚ customer data integration helped inform website improvements that drove a **50%+ reduction in support calls**, saving more than $2.3 million

In January 2015, the percentage of customers who had unsuccessfully attempted to use online self-service help content was just north of 25%. Instead of debating about how to tackle self-service improvements, the data clearly outlined which online support pages were generating the highest number of calls to customer service. By optimizing the content on those pages, the telecom was able to reduce the percentage of customers requiring call center support after visiting digital help pages to 13% in 2017, saving more than $2.3 million in call center costs.

Beyond Results:

Foundation enables next-generation thinking

In addition to the automated, systematic data blending and reporting that's become part of its new culture of data analysis driving strategy, the telecom's self-service unit now has data on-demand and the flexibility to do ad-hoc analyses that are driving new digital customer service improvements, rather than spending hours manually manipulating data. The speed and agility with which Foundation can create new automations, new data mashups and new visualizations enables limitless innovations.

ABOUT TMMDATA

TMMData simplifies the movement and enrichment of data for analysis through its self-service data integration, preparation and management platform **Foundation**. A range of users—from marketers and analysts to developers and engineers—rely on TMMData's enterprise-grade software to ingest data from any source, automate complex data synthesis and customize direct data outputs for delivery to any platform. Whether implemented in-cloud or on-premises, TMMData's powerful data governance and taxonomy functionalities ensure data quality and protection of sensitive information across data environments.

TMMData Foundation powers the data supply chains of clients including Comcast, FedEx, Blue Cross Blue Shield, the Pennsylvania State University, Expedia and others. TMMData was founded in 2008 outside of State College, PA, and has additional offices in Philadelphia and Baltimore. For more information, visit TMMData.com.