

## Case Study

# Implementing a Solution to Prevent Erosion of Customer Base

### Business Challenge

The client is a fully integrated telecommunications and information services company that offers a wide range of services and competes in all telecommunications markets throughout Australia. It also provides more than 10.3 million Australian fixed lines and more than 6.5 million mobile phone connections.

Customer retention is a key profitability parameter, especially for the telecom industry, and even more so for those in highly competitive, nearly saturated markets. Recently, the Australian telco became aware of the necessity to control churn.

It engaged Mahindra Satyam to architect a feature-rich solution that would provide its business teams with the reporting and analytical capability to predict churn and target high-risk customers proactively. Today, the solution is the core of the client's CRM efforts, as well as its campaign management and customer retention programs. Much of the work involved the client's mammoth, 48-Terabyte enterprise data warehouse. The EDW features information on the organization's fixed network, wireless (mobiles, 3G and imode), broadband, narrowband and pay TV customers. It also enables the organization to perform a range of reporting and analytics critical to its decision-making.

### Mahindra Satyam's Solution

Leveraging the data warehouse, Mahindra Satyam built a Dependent Data Mart (DDM) specific to the churn data of the client's retail, fixed-network customers. The data mart was designed to facilitate extensive reporting and analytic requirements.

The churn-reporting environment was built with a Business Objects reporting tool. Churn DDM was the data source; it provides the users with both "canned," i.e., ready-to-use reports, as well as a wide array of "flexible" reports that allow for parameter driven re-running to enable deeper analysis.

The solution also leveraged the best practices, features and functionalities that existed within the legacy system TCCR2 (Total Carrier & Carrier Churn Ver. 2). TCCR2 was decommissioned after the new solution went online.

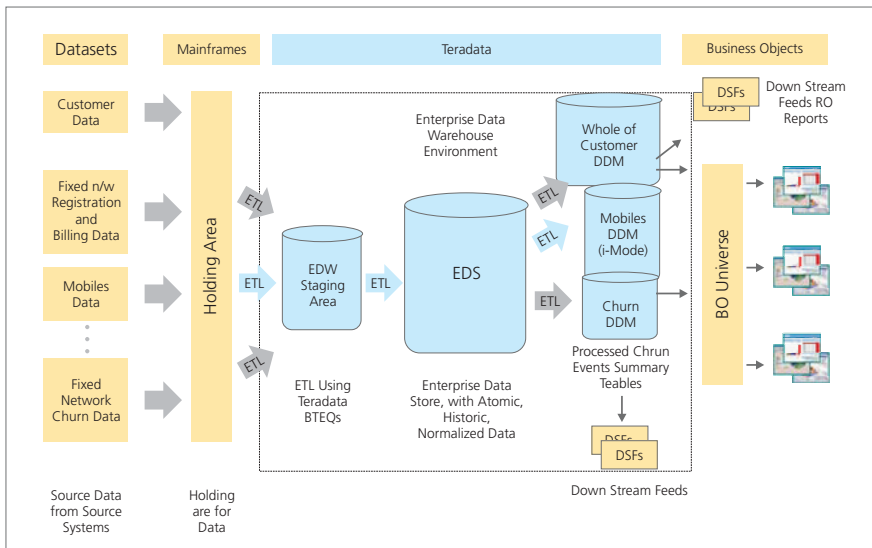


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Some of the reporting capabilities the solution enables are listed here:

- Customer Demographics and Segmentation
- Revenue Stream Analysis
- Sales Person Information
- Monthly/Weekly Senior Management Churn Updates
- Monthly/Weekly Churn Analyst Pack
- Business Unit-wise Sales Force Reports
- Reconciliation Report

Provided below is a schematic view of the solution:



## Benefits

- The analytics and reporting capabilities met the client's exacting standards in aesthetics, usability, flexibility and intuitiveness
- This solution provides the client with extensive improvements in data quality, processing rules and reporting functionality
- By enabling the decommissioning of the legacy reporting system, the new approach has provided the client with immunity from technology obsolescence and escalating maintenance costs
- The engagement has also resulted in extensive documentation and IP creation

For further information please write to [rfi@mahindrasatyam.net](mailto:rfi@mahindrasatyam.net).