

UK mobile phone operator tactically outsources large data analytics project to Kognitio to increase effectiveness of marketing campaigns

The Objective

The marketing department of a UK leading mobile phone operator needed access to a customer-centric data model so that their business users could perform train-of-thought analysis quickly and easily. The analysis output would be used to target product offerings better and increase the effectiveness of the business's marketing campaigns.

For the project the mobile phone operator was prepared to use six months of data from their three million registered customers, data that included usage information, customer account information and histories, marketing campaign histories and customer demographics.

The Challenges

When seeking to start the project, the marketing department encountered internal resistance. Both the internal BI and data intelligence teams had no spare resource to deliver the project. Moreover, the existing data warehousing platform was already being utilized at maximum capacity. The problem was then exacerbated by the fact that no call detail records (CDR) or event-level data was available for usage analysis. Only monthly bills in XML format were available, therefore the mobile phone operator would face more work in extracting event-level data. The biggest challenge was the timescales for the project; the business had only two months to set up the business users so they could interact with the data and deliver the analysis output.

The Solution

Owing to the internal constraints, both at resource and system level, the mobile phone operator decided to adopt a tactical outsourced analytics approach by engaging Kognitio, a leading provider of solutions and services for business intelligence and data warehousing including data analytics.

Working with Kognitio and its team of consultants, the mobile phone operator agreed that all the necessary source data needed to run this project would be loaded into a separate database, powered by Kognitio WX₂, a high performance analytical database platform. All source data, including customer data from their CRM,

marketing campaign histories, demographic data and billing invoices in XML format would be extracted and loaded into the WX₂ database. Using SQL query tools, Kognitio would then help the team at the mobile phone operator to analyze the data and extract interactive reports in Microsoft Excel format. These would then serve as the basis for interactive workshops to take place at the mobile phone operator's headquarters.

The Results

Owing to the high performance and flexibility of the Kognitio WX₂ database, the mobile phone operator was able to create a detailed business report on the data that showed KPIs and measures over specific timescales allowing them to slice and dice the data, drilling into the underlying detail.

Moreover, reports could be run that segmented and profiled key customers using parameters such as demographics, handset type, product plan, spend banding and tenure. Event type usage was also quickly profiled, including a detailed profile of recent activity by customer such as revenue and minutes used, event types (voice, messaging, content), calling circles and calling destinations. The team could easily drill down into any variations by customer type, whether contract or pre-pay as well as their lifecycle history.

One of the most interesting reports the team was able to produce very quickly was one showing marketing campaign effectiveness. Using all the data and the power of the database, they could run queries to see how different types of customer responded to different marketing campaigns, whether they were direct mail, email, SMS, MMS or telemarketing based.

The Benefits

In just six weeks, Kognitio provided the mobile phone operator with a comprehensive analysis and reporting capability that enabled them to understand fully their customer base at a level previously thought impossible. Moreover, as all output from the database was delivered through interactive Microsoft Excel reports, the business has continued to gain benefit after the project had finished. This has been made possible through interactive workshops that have allowed the business users to gain hands-on access to data and conduct train-of-thought investigations themselves.

The Challenge

Leading mobile phone operator's marketing department seeks to understand their customers' behavior in order to target products better and improve marketing effort

The Solution

Working with Kognitio, the mobile phone operator uses Kognitio WX₂ analytical database in order to quickly analyze data from multiple applications across the business

The ROI

By having all the data on one database as opposed to many, business users were provided with a single customer view that enabled them to understand their customer base and their marketing effectiveness at a level previously thought impossible and all within just 6 weeks

