CUSTOMER SUCCESS STORIES

Media Analytics for a CRM Company

Business:

One of the fast growing CRM application product development companies whose product is very popular across the world. Their vision is to compete with Oracle, SAP and others.

Challenges:

User feedback is crucial for any business to conduct continuous improvements. Also, users leaving comments on Social Media can impact business growth and strategic planning. Capturing user comments from social media sites and responding to comments on-time and in the right manner becomes a crucial and time consuming process

Solution:

Data extracted from CRM systems, Survey tools, Social Media sites, Websites etc.,

Captured user issues & discussions from websites like stackoverflow.com and others

Captured the discussion from Professional sites like LinkedIn and others

Benefit:

Addressed user issues quickly

Improved customer satisfaction

Reduced customer complaints and negative remarks about the product issues

Improved product quality & features by adding features / concerns based on real-time feedback

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Big Data Migration for a Telecom Service Provider

Business:

Telecom service provider catering to customers across the APAC region

Challenges:

Due to increase in the growth of data volume, cost for maintaining Data warehouse and Business Intelligence systems becomes very high especially in terms of

Licensing costs of Oracle database

Licensing cost of ETL tools

Management of resources and cost of data centers

Solution:

Designed and implemented a Big Data solution with features to reduce cost while continuing to serve customers with the same Business Intelligence and analytical capabilities. Planned and performed a migration of data from traditional RDBMS systems to Big Data architecture and used the Hadoop ecosystem to maintain the Data Lake.

Benefit:

Scalability - Removed bottlenecks of core based licenses

Significantly reduced current and future licensing costs

Simplified Data Backup and Data Retention

Increased the support of different formats / types of data

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