CASE STUDY

SPECTRUM OF EXCELLENCE IN ANALYTICS
A SUCCESS STORY

InfoFaces
Thinking Straight Ahead

www.infofaces.com

InfoFaces collaborated with our client, one of the fortune 300 of global telecommunication services, to build an analytical tool for order quality management which displays overall multi-dimensional view of analytic charts through risk and predictive analytics. The entire application was automated by developing built-in logics and provided milestone view solutions which predict the task SLA and the approximate timeline for the order to complete based on the configuration of our client's organization.

Ever since its inception, InfoFaces has had a robust focus on the Telecom sector. Our vast industry experience and domain expertise enable us to deliver many offerings which address the key areas of - service quality management, process automation, data monetization, analytics, customer satisfaction and statistical model.

INTRODUCTION

Our client is a premier provider of global telecommunication services across the globe, providing data, voice, internet, content and media delivery services to different enterprises in a cost-effective way, in addition to delivering high-bandwidth access and the highest network experience and quality to the customers.

ANALYTIC CHALLENGES

- **Risk analytics** - How to bucket the orders as low risk, medium risk and high risk based on the task SLA? How to arrive at risk-aware decisions for better outcomes?
- **Revenue analysis** – How to prioritize the orders in terms of revenue acceleration? What is the revenue that we are still pending with?
- **Root cause analysis** - What is the reason for the order to get struck in between the gates? Which team is responsible for the order to halt? Where is the order currently pending?

BUSINESS CHALLENGES

Our client needed an order visibility tool to track, view, predict and maintain orders to implement a single integrated application system that can be utilized to serve the purpose by reducing the end to end cycle time as well as increasing their revenue. Our client realized that the lack of a real-time prediction of their customer's undertaken orders and their core depository platform was hindering their efficiency.

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OUR APPROACH

We have devised an approach to meet both the 'Business' and 'Analytic' challenges our client faced.
- **Churn and Constraint Analytics**: Increases customer responses, conversions and clicks, and decreases churn rates through Predictive analytics.

- **Quote To Cash (QTC)**: Improves working capital management through end to end business process in sales lifecycle.
- **Margin analytics**: Increases visibility of the margin in the entire service lifecycle.
- **Upsell & Cross sell Plan**: Our clients buy additional services from us irrespective of the services that they needed help with.
- **Process Analytics**: Enhances business processes to obtain coherent and effectual operations.
- **Regression risk & Opportunity analytics**: Incorporates preventive measures to mitigate the risks and open up competitiveness of the company.
- Business case, ROI & NPV models
- Customer Satisfaction (CSAT)

BUSINESS GROWTH OVER A PERIOD OF TIME
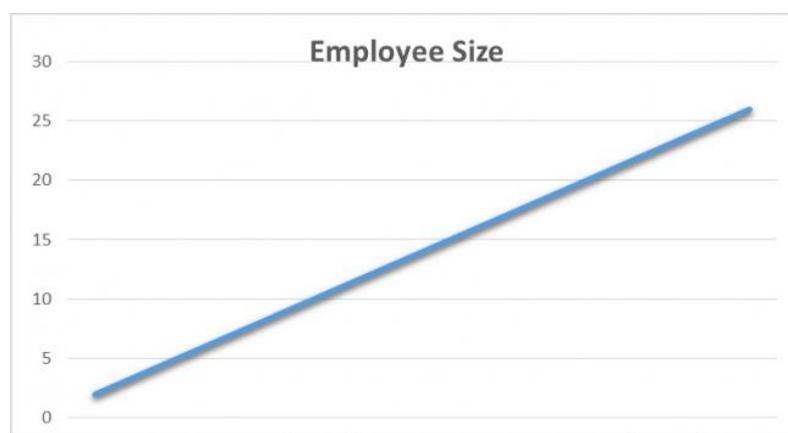
OUR SOLUTION

- Analytical tool for order quality management was developed providing end to end visibility to Customer Care Managers and task performers of customer order progress between various teams and process workflow applications.
- A single integrated solution of multi database systems to view, track, and send email alerts of the order details was achieved.
- Dashboard charts which gives an overall view of complete, inflight orders with Risk and Predictive Analytics was developed.
- Displayed product based, performer based, functional group based orders in the dashboard.
- Displayed a multi-dimensional view of charts, to provide in detail, the orders in specific classification.
- Orders classified according to current task, performer, rework orders, and top 10 performers.
- Drilldown view of orders, display Gantt chart view of task completed thus far and a timeline prediction for future tasks.
- The region wise map of customer locations with the complete, pending order details displayed in risk analytics view.

Our best practice-based approach helps our clients to identify issues and inconsistencies earlier in the life cycle, thereby reducing the resources and effort required in the eleventh hour. InfoFaces combines development of the lifecycle with the traditional structured software testing /verification providing strategic assessments and recommendations to create a positive, collaborative atmosphere focused on the success of the project.
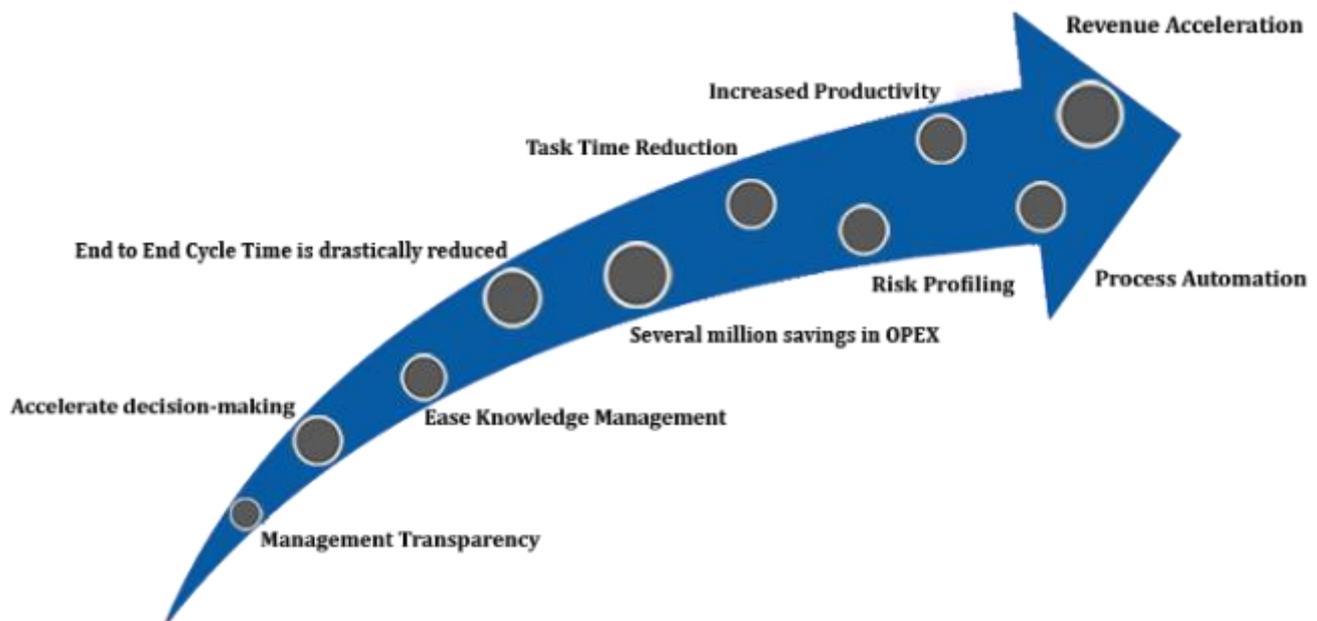
* End to End Cycle Time is drastically reduced

METRICS

Totally 5446 test cases were developed across all layers in the application, and around 100 defects were reported during execution of the project. We took complete ownership of regression script maintenance and also automated the testing process using selenium frame work, a product of our own.

ORDER VISIBILITY TOOL	TOTAL NUMBER OF TEST CASE
Layer 1	1035
Layer 2	1175
Layer 3	1172
Layer 4	1128
Layer 5	936
Total	**5446**

INFOFACES' CERTAINITY

To deliver high quality, unparalleled, cost-effective, intellect solutions on time and on budget to our clients is our certainty. We build partnerships of trust. Our employees' dedication to innovation and pervasive excellence sets expectations our competitors can't match. Experiencing certainty with InfoFaces means you can count on results, partnership and leadership.

INFOFACES' TEAM

We have access to best analytics talents from premier institutes both in US and COE (IIM, IIT, and ISI). Our team includes management and technology experts who are constantly improving our methodologies and tools and harvesting best practices. We find many of our competitors are focused on only one part of the problem rather than bringing forward the expertise for a comprehensive approach across technologies. Our employees are not only software engineers, they also take the pride of being data scientists. We have the experience, processes and tools required to build enterprise programs across globally distributed organizations. We measure our success through our clients' improvements in business performance and compliance.