

Case Study

Telecommunications



Providing
improved customer
understanding and greater
customer **retention**
and **acquisition**.

Go Net, a leading telecommunications company, is using Sapience to improve customer understanding for greater customer retention and acquisition while simultaneously improving product offerings. With its network spread through major cities, Go Net's fast expanding presence is based on a franchise channel that they use to increase their reach aside from having their own presence where and if required.

The market is fiercely competitive, with established ISPs facing competition from localized vendors and new startups focusing only on broadband technology. This creates intense pressure to constantly tailor products and services in a bid to win customers.

Go Net implemented Sapience across sales, consumption and billing to utilize the BI model of coordinated analytics. Previously the company was using rudimentary reports in printed format based on queries generated by the billing department.

Sapience's business analysts closely worked with Go Net and created a data warehouse supporting capabilities like OLAP based multidimensional reporting, adhoc analysis & querying, information subscription & publishing, dashboard and data mining. Billing data is taken from Go Net's online billing system from where this data is extracted, transformed, matched to business analysis and loaded into the data warehouse. The information is available for analysis purposes to the decision makers of Go Net by day end. Sales data is gathered from their distributed databases across the nation.

Go Net currently has some 50 users for SAPIENCE, from top management to sales, marketing and billing. The end users can now create their own personalized reports with a simple drag and drop utility, which is available to them through an all html based web interface. Sales and marketing are now able to stay in touch with their reports through the information subscription and alerting features. For management though it is the dashboard feature that really has allowed them to get a bird's eye view of the organization, previously not possible.

To date, the company has gained benefits in a significant number of areas including product development, channel management, sales collections, margin analysis and traffic analysis.

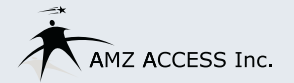
Go Net is also using historical information within the data warehouse to enhance its product development, previously a subjective task. Now they are modeling on historical information, taking feeds from the data warehouse and conducting 'what if' analysis on potential offerings and doing clustering analysis for product and market segmentation.

Go Net also has plans to offer the Business Intelligence infrastructure to provide an extranet to its resellers. The plan is to provide the resellers with access to the sales data which will give them a better understanding of their customers' buying habits. This will go along way to secure customer loyalty and reseller focus on Go Net's offering.

The third planned phase would be to allow access to their end users, access to the system. Go Net plans to become one of the first ISP that would provide alerts to their customers' mobile phones for plan refreshment.

Significantly Go Net will now be able to undertake this analysis across the nation using a centralized data warehouse. There are already almost 50 users of Sapience and Go Net believes that over the next year it will become a standard part of most employees' desktop.

Go Net believes that Sapience is making a significant improvement in the way they manage their business. With the telecom industry becoming more and more information intensive and the rapidly changing customer preferences, the capability for fast collection, process and analysis of information has become strategically important. Thus Go Net believes it now has the tool to rapidly adapt its products to market and significantly improve its response time.



About AMZ Access

SAPIENCE™ is a complete end to end Data Warehousing, Business Intelligence and Corporate Performance Management Practice of AMZ Access Inc. Headofficed in Washington DC, AMZ Access offers full range of outsourcing services including business intelligence, transcription, call center operations, ASP software and customized software development.



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