Collabera®

Creating the foundation for data-driven customer support

A Fortune100 technology company, with diversified products, service offerings and subsidiaries spread across 100+ countries, lacked the intelligence infrastructure required to empower customer support teams with actionable insights.

ADDRESSING THE MANDATE

The client was looking for a way to transform data management and unlock the value hidden in strings of zeros and ones. Key aspects of the mandate included:

- Design, develop, and implement a centralized data management solution
- Resolve issues created due to unmanaged and siloed infrastructure
- Find new and more effective ways of collecting data from disparate sources
- Deliver insights to help customer support teams for various products

THE RESULTS

Improved Data Quality And Integrity

Collabera worked with the client to identify the drawbacks of the existing data gathering, storage, and management system and develop a new solution to address these issues.

Enabled functionality to capture information from all customer touchpoints, which in turn enhanced business intelligence capabilities

Consolidated information to create a centralized data warehouse infrastructure

Decreased latency for data availability by 30%

Accelerated Decision Making

Better quality and availability of data helped strengthen analytics functionalities for all the identified business units.

Customer support teams now have enhanced visibility, for faster issue resolution

Improved resolution has helped increase customer trust and loyalty

THE CHALLENGES INVOLVED

01 Scattered Data

To effectively address all the issues, the client had to track customer journeys across multiple different channels. This was required to build a system that could easily ingest data from multiple streams, convert various formats, and analyze different types of information.

02 Insight Delivery

Data management was just one aspect. The final goal was to empower support teams. Developing a solution that could transform gathered information into actionable insights and present these insights on the right time, in the right format, and across the right channel was the real challenge.
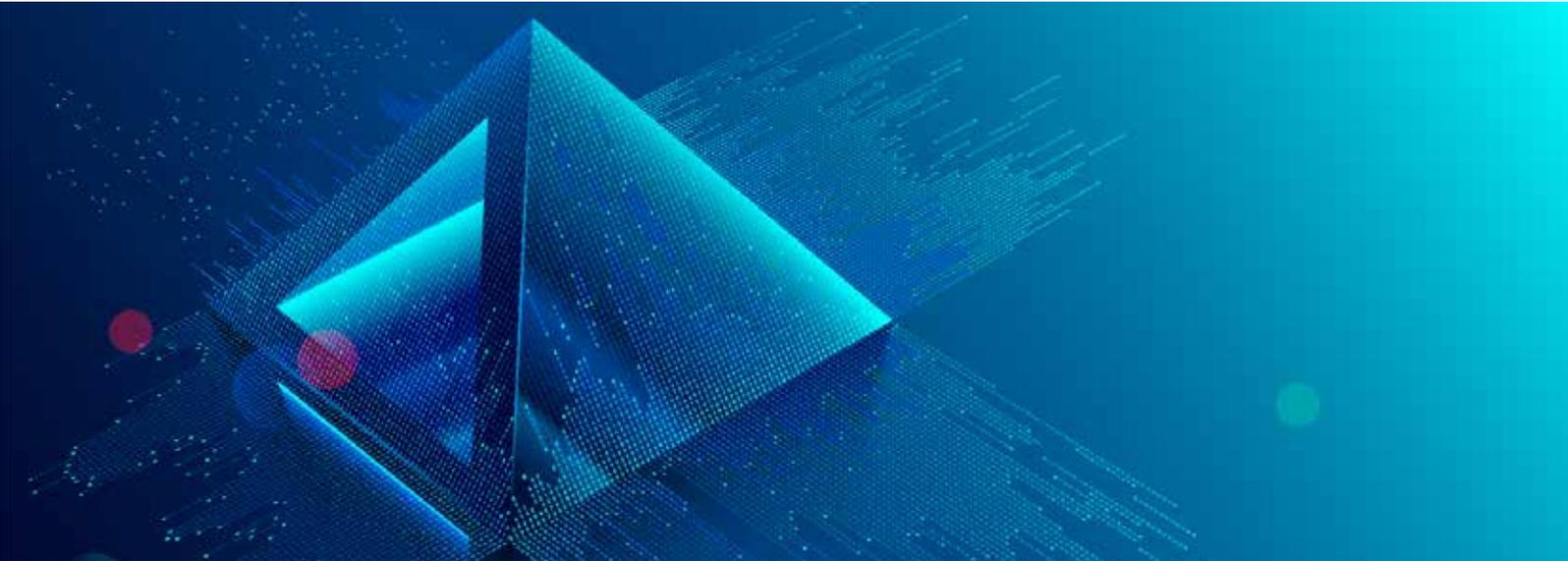
THE APPROACH & THE SOLUTION

Collabera adopted an iterative approach to implement centralized data warehouse infrastructure and build on this foundation by developing advanced intelligence functionalities. The solution included:

- Integrating web analytics from supporting websites, and back office data sets with the Data Warehouse

- Implementing a hybrid Big Data processing solution for semi-structured data using HDInsight to coexist on MSBI DW

- Developing a data visualization layer which comprised mobile dashboards, web-based dashboards, and excel for self-service

- Leveraging SSAS and SSRS to simplify data aggregation and reporting

Founded in 1991, Collabera is a leading global IT staffing and services company that helps enterprises transform their technology, processes and operational models. We empower our customers by overcoming bottlenecks and silos, and building connected business systems that scale in real time.

For more information, visit: itservices.collabera.com

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