

CABLECOM TAPS INTO DATA WITH BUSINESS OBJECTS



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Saj Ukra, Business Reporting Manager, cablecom



Industry
Telecom

CHALLENGE

Business Process
Customer needs analysis, service

A division of Liberty Global, cablecom is the leading Swiss cable operator, with 1,500 employees. This multiservice provider offers 1.5 million customers – private individuals and businesses – digital and analog television, broadband Internet connection, and landline telephony solutions, as well as other services.

Challenge
cablecom's growing customer base was driving new information demands and increased customer expectations.

Continued expansion and diversification of its offering led to a huge increase in the number of customers, generating new requirements both within the company (substantial increase in information needs) and outside it (increased customer expectations). Before, for example, cablecom hardly knew its end users since the contract was concluded with the owner of a building, not with each tenant. Today, that lack of insight would be unthinkable.

Why Business Objects?
cablecom choose Business Objects BI solution for its excellent price-performance ratio, user-friendliness, flexibility, ETL compatibility, and customer references.

APPROACH

To face the challenge, cablecom turned to business intelligence (BI). After a thorough evaluation of several suppliers, it chose to implement solutions from Business Objects, an SAP company. Key factors for cablecom were the excellent price-performance ratio, user-friendliness, flexibility, and extract, transformation, and load (ETL) compatibility of Business Objects products, as well as its many customer references.

Business Objects Products and Services
BusinessObjects

cablecom uses tools in a wide range of sectors – marketing, sales, finance, customer service, network management, and so on. With BusinessObjects™ Data Integrator, all users (from analysts, to managers of all levels, to senior executives) have easy, user-friendly access to information from a wide variety of sources – a complete transformation from the previous situation. Before using BusinessObjects, key customer, service, product, and network data had to be extracted from the production systems – entailing long hours of tedious work – and then assembled manually in Excel.

BusinessObjects Designer

RESULTS

InfoView

Today, producing dynamic ad hoc reports with the latest data has become child's play, whether for standard management reports based on key performance indicators (KPIs) or for more specific reports involving customers or finance. Since implementing the new reporting system, a surge has occurred in the number of reports. Nevertheless, these reports are generated in record time, which allows IT operations staff to focus more on the quality of the underlying data.

BusinessObjects Data Integrator

Crystal Reports

An intensive training program was conducted throughout the deployment phase to fully prepare employees for the introduction of BI. Furthermore, cablecom created a Business Objects user committee, which allows a regular exchange of experiences and is very popular. Currently, 250 to 300 employees use BI tools directly or indirectly every day. In addition to BusinessObjects Data Integrator and the BusinessObjects BI platform, cablecom uses the InfoView portal and Crystal Reports®.

Satisfying Customer Expectations: Key to Success

To maintain a position in the highly competitive telecommunications market, knowing customer needs and behavior is crucial. This is precisely where BI steps in, allowing users to make decisions based on relevant information.

“With Business Objects BI tools, we can trace the history of our relations with each customer and propose custom solutions based on that history. For instance, we know if a customer has recommended us to a friend or relative, what products they use, if they’ve already contacted customer service for a problem, and what their payment habits are,” explains Saj Ukra, reporting manager at cablecom. “Naturally, customer knowledge acquired through business intelligence also helps us plan and conduct targeted marketing campaigns. This means that, today, we’re able to respond much more rapidly to our customers’ needs.”

Since the introduction of BI at cablecom, company employees have built up a substantial body of know-how. Using this knowledge, cablecom plans to introduce new and more finely targeted features – in particular in the field of analysis – to exploit the full potential of BI and expand the circle of users.

Ukra concludes, “With the Business Objects business intelligence solution, we have greater customer insight, so we can satisfy new needs very quickly. To succeed in a highly competitive market, having accurate and up-to-date information at all times is crucial.”

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