

# InfoSTEP Case Study on Telecom Industry

## Data Quality Strategy and Implementation for a leading Indian Telecom Company



### CUSTOMER PROFILE

One of the best service providers of mobile telephony in India and has its operations spread across India.

### DATA QUALITY SOLUTION

The solution involved the following activities

- Data Quality Implementation Strategy definition
- Interviews and Questionnaire Administration with functional users
- Business rules definition
- Data Pattern identification
- Data dictionaries definition
- Address Cleanse Transform algorithm definition for Indian address
- Cleansing and Standardization of over 3 million post paid and pre-paid records
- Matching and House-holding (Customer data segmentation)
- Real Time Integration (RTI) with the current CRM application
- Installation and configuration of SAP Business Objects DQ 11.7

### OBJECTIVES

- Standardization of 3 million records of post-paid and prepaid customer data
- House-holding
- De-duplication
- Fraud Management System
- Regulatory compliance
- Real Time Integration with the current CRM application

### BUSINESS PAIN

- Poor postpaid and pre-paid customer data quality
- Inability to do fraud detection and monitoring
- Data inconsistency – too many variations in address specifications
- Different tokens can be specified similarly
- Lack of independent (external) standards for Indian addresses

### CUSTOMER QUOTE

"To comply with the new regulations of TRAI which was one of the critical business needs we had a gigantic challenge of **cleansing and standardizing over 3 million subscriber data**. To address our problem, InfoSTEP team came up with the first ever Data Quality solution in Asia-Pacific. InfoSTEP team worked seamlessly with the Client team for identifying patterns, variations and building dictionaries for the state of Punjab and the results were amazing. **In a short span of 3 months**, InfoSTEP team has facilitated cleansing of the entire 2 million records, which is a very highly commendable job. Good Luck to InfoSTEP"

- GM IT, Customer

### FUNCTION-WISE BUSINESS BENEFITS

#### Marketing:

- Customer segmentation & Analysis – segmentation based on usage, geography and so on
- Efficiency enhancements – micro level customer analysis
- Subscriber acquisition – tariff plans, talk time, etc
- Ensure complete documentation – address proof, Identity etc
- Reminders to customers
- Churn rate– quality of sale (DW); de-duplication with names

#### Regulatory

- Compliance to TRAI regulations
- Periodic reporting (monthly and on need basis) to TRAI
- Bulk users records (verification details) are to be maintained for a year
- Monitoring usage patterns of subscribers with more than five connections
- Fraud Management

#### Recovery

- Contact Point verification/Address Verification
- Bill Delivery
- Bill Recovery

#### Complaints/Grievances

- Monitoring the customer feedback/complaints/feedback
- Streamlining the complaint process

#### Customer Services

- Validation all the documentation (prepaid and postpaid)
  - i. Proof of Identity (POI)
  - ii. Proof of address (POA)
  - iii. Subscriber application form (SAF)
- Identifying the number of connections, a customer possesses
- Fraud Management

**"First Data Quality initiative in APAC on SAP Business Objects Data Quality 11.7 Technology"**

OUR UNIQUE VALUEINNOVATION APPROACH HAS HELPED MANY CUSTOMERS

A simultaneous pursuit of High Quality and Low Cost in everything we do!

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### InfoSTEP Fast Facts

#### EXPERTISE

- 10+ years of Enterprise BI and support expertise
- 5+ years of large scale BI implementations in the Indian market

#### LOCATIONS

- USA, Hyderabad, Mumbai, Australia, Dubai

#### VERTICAL EXPERTISE

- BFSI
- Healthcare
- Telecom
- High Tech

#### STRENGTHS

- Enterprise experience and excellent track record in implementing end-to-end BI solutions
- Methodology driven
- Recognized as Business Objects XI R2 Migration Specialists
- Best Solution Provider award (Asia Pac) for 2007

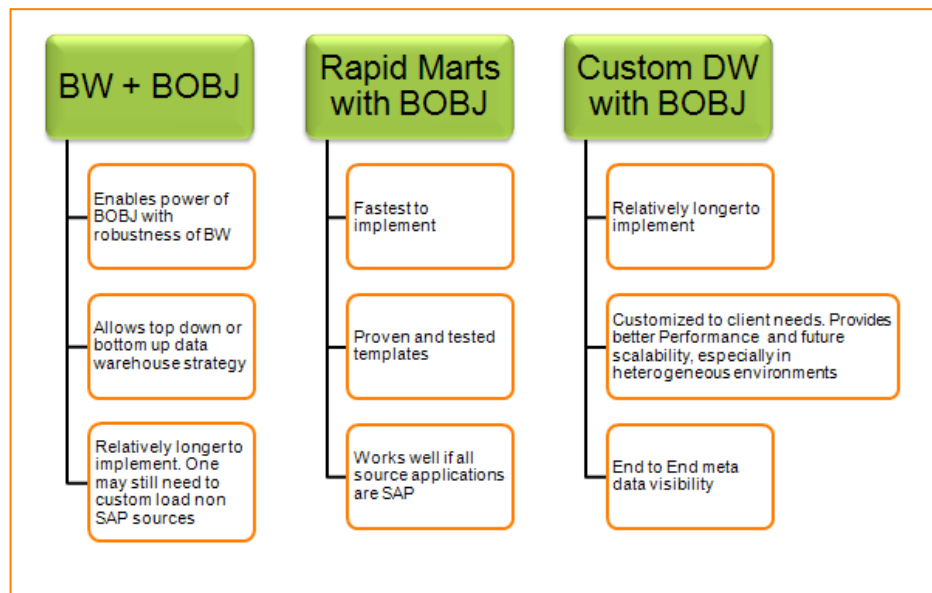
#### CERTIFICATION:

InfoSTEP is an ISO 9001:2008 certified company; certified by ANAB and NABCB.

### About InfoSTEP

InfoSTEP is a global solutions company specializing in Business Intelligence, Data Integration, MDM, and Emerging Technologies. InfoSTEP is a pioneer in providing Business Intelligence solutions across all the segments in the industry. Using a global delivery model and process innovation we provide unique valueInnovation to our customers.

### BI Best Practices



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