

SUCCESS STORY

# Telecommunications giant logs 11.3M fewer support calls, boosts NPS, and saves millions with Scuba



## Executive Summary

One of the largest telecomms in the world set an ambitious goal to dramatically improve their customer experience. They wanted a real time customer experience analytics solution to tackle changing consumer demands and growing competitive pressures. To meet their goal, they created a Customer Experience Personalization (CXP) team tasked with building a state-of-the-art platform to manage their customer data -- however, they still weren't able to analyze and learn from the behavioral patterns hidden within that data. With the help of Scuba, they can now ingest billions of events from 70+ channels of data each month, with 360 degree visibility and real time access to actionable insights into customer interactions and potential patterns.

## Challenges

The company's largest asset on this journey – information – was also its greatest weakness. Data was available from more than 70 channels including call records, truck rolls, remote control signals, and mobile application visits to name a few. There was no shortage of data upon which to act. Unfortunately, ingesting billions of events across so many different channels and then associating those events with specific customers had proven elusive. The cost to build a traditional data warehouse that could store and process that much information in real time was simply cost prohibitive. The team had to take a different approach.

## Key Benefits



### Unlimited scale

Billions of records across more than 70 channels ingested each month.



### Real-time activations

Proactive customer communications triggered automatically.



### More satisfied customers

A huge increase in Net Promoter Score (NPS) reflects significant improvements.



### New understanding

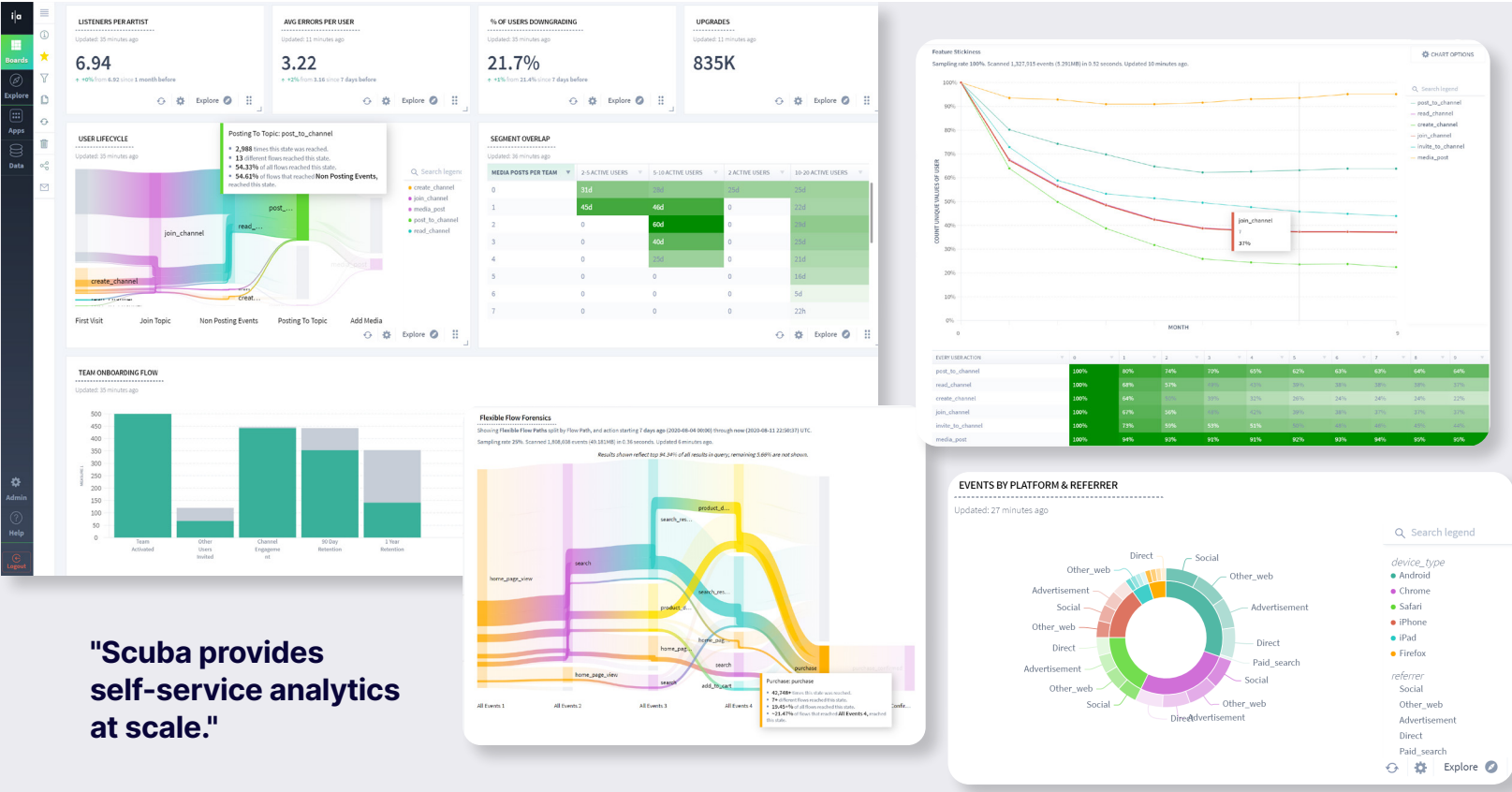
Customer journey patterns identified inform standard processes and customer interactions.



### Millions saved

Delivering better customer experiences improved customer perceptions and removed more than 11 million costly support calls.

To manage this transformation, they established a Customer Experience Personalization (CXP) team, which built a state-of-the-art platform for managing corporate-wide customer data including data from digital interactions, support center calls, automated product communications, retail store transactions, and network performance events. The platform gives the company a unified, omnichannel view of each customer's specific journey over time, and it allows them to take action on event data. The CXP platform is built on AWS, allowing for nimble development of new features.



**"Scuba provides self-service analytics at scale."**

The core of the CXP platform is a customer history tool, which provides employees with historical context about each customer's complete experience interacting with the company. This software captures event data for 30,000,000 external customers and serves 40,000 support agents internally, in addition to various business teams throughout the company.

While the CXP team was able to operationalize these internal tools and visualize the history of each individual customer journey, they could not analyze customer experience (CX) data across multiple customer journeys at scale, nor could they drill into raw events for data discovery and experimentation with new queries, filters, and segmentation.

Undaunted, they sought a tool that could handle enormous amounts of time-stamped data, could easily be used by non-technical personnel, and offered a good price-to-value ratio.

**8,000,000**  
customer interactions

**97%**  
on-time arrival rate

**11.3M**  
fewer support calls

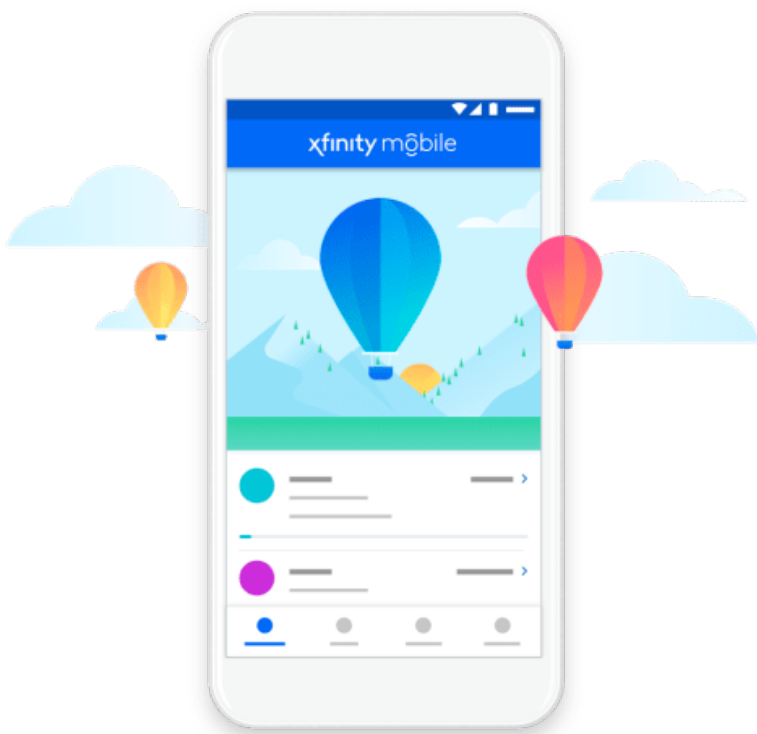
## Solution

**“New questions that used to take 2 – 4 weeks of data manipulation and analysis can now be answered before the end of a meeting.”**

The CXP team chose Scuba for behavioral discovery and analytics across all of its customer event data. With its internal customer data platform already running in AWS, the team chose to deploy Scuba's infrastructure on AWS as well. Scuba is a fully managed service, and because the platform runs on commodity hardware, Scuba operations engineers can scale out servers efficiently and cost-effectively for customers.

Scuba can consume raw event data, eliminating the need for any ETL process, and offers unprecedented scalability, any sort of data aggregation. The basic architecture consists of events streaming in from Amazon Kinesis feeds and landing in Amazon S3 object storage, where Scuba ingests the data directly. Alternatively, the CXP team also has a custom tool for business users to perform their own self-service data loading, ingesting only the most relevant attributes for their specific business units. The speed and flexibility of Scuba's data ingestion capabilities allow the CXP team to work in a hybrid model where data can be quickly re-ingested, without involving additional IT or data warehousing teams.

As a full-stack solution, Scuba provides a front end for data exploration with dynamic UI elements and a visual query builder. These interactive visualizations allow business leaders to easily analyze events across all customer journey data, in its entirety, with the ability to quickly create new forms of customer segmentation and efficiently slice data by new time periods on the fly.



**“The day our NPS score turned positive we celebrated knowing we weren’t just doing something technically remarkable, we were truly transforming our service delivery. We couldn’t have done it without Scuba. Some tools let you get answers quickly, but they tell the wrong story by relying on incomplete or batched data. Scuba forces us to be thoughtful by removing all scalability limitations.”**

— Director of Customer Experience Analytics

## Results

With fast, responsive data discovery, the CXP team could finally see if certain problematic events were unique to one customer, or if they constituted a trend across a certain cohort, region, time period, or other dimension.

In addition to acting as a self-service platform for customer journey analytics, Scuba also allowed the CXP team to analyze their own systems and processes. The team could now measure the effectiveness of the platform's messaging tool when used in conjunction with other event data from the customer history tool. For example, they could now ask questions such as, "Once a customer receives an SMS update about a truck roll, what do they do next?"

Examples of other CX-related questions business users could now ask include:

- How many proactive communication events are being sent, acknowledged, and responded to?
- What conditions leading to inbound support calls could be addressed or eliminated through proactive automated communications?
- How does proactive communication impact customer contact rates, journey success, and perception?

Increased measurability of CX data has allowed the company to better understand its Net Promoter Score (NPS) metrics over time. Previously, the company looked at NPS in shorter, two-to-three-month increments. With Scuba, they have been able to pull back this window to a wider three-year period in order to gain a more statistically significant assessment of the company's NPS rating.

With this long-term view of NPS, they have made incredible headway. For example, the company reports that it has interacted with over 8,000,000 customers "via service-related text messages to give customers the real-time information they need." And when truck rolls were scheduled for service visits, technicians achieved a 97% on-time arrival rate. This targeted messaging from Scuba insights, combined with other self-service and retail improvements, led to "11.3 million fewer support calls".

**The targeted messaging from Scuba insights,  
combined with other self-service and retail  
improvements, "led to 11.3 million fewer support calls".**

**Are you ready to benefit from customer experience analytics?**

See across the entirety of your customer journey with high-resolution event data at scale.  
Set up a demo today to see for yourself.

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